



**APNA 34TH ANNUAL CONFERENCE
 PRODUCT THEATER APPLICATION & CONTRACT
 SEPTEMBER 30 – OCTOBER 3, 2020**

DISNEY’S CORONADO SPRINGS RESORT | LAKE BUENA VISTA, FL

Conference Information

The APNA Annual Conference is the premiere event for psychiatric nursing. The conference features 3+ days of continuing education specific to psychiatric nursing for registered nurses and advanced practice registered nurses. Networking events surround the educational sessions to encourage communication between peers and opportunities to learn from one another. The APNA Annual Conference draws more than 1,800 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.

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. There are no APNA educational sessions held during the scheduled Product Theater times. Only one Product Theater can be scheduled at a time, providing 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.
Fees	Breakfast: \$55,000 Lunch: \$85,000 Dinner: \$75,000 *The fee is subject to change after October 31, 2019
Fee Inclusions	<ul style="list-style-type: none"> - Meals for Product Theaters will be provided by APNA, thus Sunshine Act reporting is not required. - A meeting room in the convention host city. - Up to two complimentary one-day conference registrations to be distributed to the speaker(s) of the Product Theater. - Information posting about the Product Theater on the APNA website and mobile app. - One email invitation sent to conference registrants. Email must be sent to APNA for approval by August 14, 2020. - One tote bag insert from the sponsoring company. The tote bag insert must be approved by APNA by September 4, 2020 and be no larger than 8 ½” x 11”.

Available Product Theaters

Breakfast	Thursday, 10/1: 7:00am – 8:30am Friday, 10/2: 7:00am – 8:30am Saturday 10/3: 7:00am – 8:30am
Lunch	Wednesday, 9/30: 12:20pm – 1:50pm Thursday, 10/2: 1:15pm – 2:45pm Friday, 10/3: 1:00pm – 2:30pm
Dinner	Wednesday, 9/30: 8:00pm – 9:30pm Friday, 10/3: 7:45pm – 9:15pm

Finalization of conference schedule may require edits to timing.



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Product Theater Guidelines

To Apply: Use the attached form to submit a Product Theater application. All applications and payments must be received by April 10, 2020. 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. APNA's approval of the application will be sent via email and include the assigned date and time. To be included in APNA's registration brochure, a title, description, and payment for the program must be received by April 10, 2020. Information to be included in the program book must be received by August 21, 2020. ***This is an application only. Time and date preferences are not guaranteed.***

Cancellation Policy: A written cancellation notice must be received on or before May 8, 2020 to receive a full refund, less a \$500 administrative fee. No refunds will be issued for cancellations received after May 8, 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.

Registration & Email Invitation: Registration and email invitation instruction details to be provided by APNA.

Additional Costs Borne by Product Theater Sponsoring Company:

- 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 audio/visual needs.
 - Lunch programs have a shared AV cost, payable to APNA, of \$3,000 which includes the following:
(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.
- 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.
- Additional registration requirements outside of provided services by APNA.

Regulations

Annual Conference Product Theaters are considered an extension of APNA's exhibits program at the Annual Conference. Thus, all Product Theaters must abide by the regulations and rules included in the exhibitor prospectus for the APNA 34th Annual Conference. Below are further regulations and rules relating to 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, additional, audio/visual equipment, phone, internet, on-site support, etc. APNA does not provide on-site staffing or support. All guest rooms are booked on a first-come, first served basis; there is not a separate block for staff members of the Product Theater or sponsoring company.
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.
 - 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."*
 - 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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3. Material Distribution: APNA’s mission statement is at the forefront of this conference, therefore all products and services discussed at the Annual Conference are required to be directly relatable to the APNA mission. Additionally, products and services are required to be of educational or professional value to conference 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 APNA approves an application and corresponding materials, no changes will be permitted to those materials 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 responsible for any loss of 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, together with their associates and 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 _____ E-mail _____

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 May 8, 2020 are subject to a \$500.00 administrative fee. No refunds will be provided after May 8, 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 checks 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
- Faculty disclosure(s)
- The faculty and CV(s)/Bio(s)

Product Theater Selection

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

Breakfast: ___ Thursday, 10/1: 7:00am – 8:30am
 ___ Friday, 10/2: 7:00am – 8:30am
 ___ Saturday, 10/3: 7:00am – 8:30am

Lunch: ___ Wednesday, 9/30: 12:20pm – 1:50pm
 ___ Thursday, 10/1: 1:15pm – 2:45pm
 ___ Friday, 10/2: 1:00pm – 2:30pm

Dinner: ___ Wednesday, 9/30: 8:00pm – 9:30pm
 ___ Friday, 10/2: 7:45pm – 9:15pm

Schedule is subject to change.

This is an application only. Time and date preferences are not guaranteed. The application is considered complete when payment is received. Time/day slots will not be put on hold without a completed application and payment.

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

Signature _____ Date _____

Contact: *Leslie Hoopengardner, Director of Meetings, Events & Project Management*
 Email: LHoop@apna.org
 Direct: 571.533.1934

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