

Product Theaters are 45-minute sessions that provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session held in the San Diego Convention Center. These unopposed sessions are scheduled throughout the day. Product Theaters provide a forum to gather and discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees. ACOG recognizes that Product Theaters will be promotional and may concentrate on a specific product or drug. These sessions are not approved for continuing education credits.

Hosting a Product Theater allows 2017 Annual Meeting Exhibitors to:

- Interact with Annual Meeting attendees in an intimate theater setting
- Highlight and demonstrate new and existing products
- Provide up-to-date research findings
- Give product details in-depth
- Demonstrate products
- Distribute branded materials

Only 2017 Annual Meeting Exhibitors are eligible to sponsor a Product Theater and no more than two Product Theaters will be held at the same time.

## Returning this Year!

Product Theaters will be available in **breakfast, lunch and evening reception** time slots allowing exhibitors to select the time of day that best suits presentation needs! Product Theater sessions will be held in meeting rooms at the San Diego Convention Center and assigned on a first-come, first-served basis.

Each Product Theater includes:

- Meeting space, food and beverage for up to 150 attendees
- Standard AV equipment including a riser with standing lectern, wired lavalier microphone, panel table with chairs, LCD projector, DVD player, screen (sized appropriately for the room), sound system and extension cord
- (2) lead retrieval units for data collection from session attendees
- Registration services
- A listing in the official 2017 Annual Meeting Final Program/Exhibit Guide
- An e-blast highlighting the Product Theater sessions to all registered 2017 Annual Meeting attendees
- Sign wall in the Annual Meeting registration area
- Pre and/or post session registrant list
- Four (4) staff badges for use in the exhibit hall only

For an additional cost, Exhibitors may:

- Include session flyers in the Doctor's Bag (distributed daily at the convention center)
- Reserve ad space in the Final Program/Exhibit Guide and/or Show Daily
- Add additional AV equipment (may be used only if it does not affect other presentations)

## Rules and Regulations Governing Product Theaters

Although the College will attempt to accommodate requests for specific Theater time slots, no guarantees can be made that an Exhibitor will be assigned the specific time slot requested. An Exhibitor may not assign, sublet, share, or exchange all or any part of their Product Theater time with/or to another Exhibitor, organization or business unless prior written authorization has been obtained from the College.

## Promotional Brochures and Invitations

The College does not endorse, recommend or promote any products or services related to Product Theaters. There can be no implication in any promotion materials, handouts, or enduring materials that the Product Theaters are planned, sponsored by, or endorsed by the College.

All announcements and invitations should clearly indicate on the "COVERS" the name(s) of the sponsoring organization for each Product Theater, and the source of financial support, if any, for the event. **The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of ACOG.**

**No promotional materials for a Product Theater may use language or terms such as "presented during," "presented in conjunction with," "preceding," "prior to," "following," "live from," or statements similar in nature may not be used.** The use of the College's acronym (ACOG), logo, name, or Annual Clinical and Scientific Meeting artwork, or any representations thereof shall be only at the express written consent of the College.

All marketing and promotional materials for a Product Theater must include the following statement:

*"This Product Theater is a promotional activity and is not approved for continuing education credit. The content of this Product Theater and opinions expressed by presenters are those of the sponsor or presenters and not of the American College of Obstetricians and Gynecologists."*



**The College's Meetings & Exhibits Department must approve, prior to printing, all promotional announcements, invitations, signs and all materials including websites, broadcast e-mail messages, and other materials intended for distribution to Annual Meeting attendees to promote a Product Theater presentation.** In addition, all advertisements or invitation brochures must be approved in order to participate in any of the College's marketing opportunities. All materials must be distributed through one of the College's marketing opportunities (*i.e. Mailing labels, Doctor's Bag, Obstetrics & Gynecology Journal (Green Journal), ACOG Today advertising, Final Program advertising, and/or ACOG Annual Meeting Daily advertising*).

## Speakers

All speakers and moderators for the Product Theater must be registered for the 2017 Annual Meeting and must be wearing their official Annual Meeting badges in order to be admitted to the meeting. Exhibitors directing the Product Theater sessions are responsible for ensuring all speakers and moderators are registered in advance of the session.

## Signs

One professionally produced sign developed by the Exhibitor, not to exceed 30"x40", may be displayed outside the Product Theater area. The College does not permit the distribution or placement of presentation flyers or signs in any other area of the exhibit hall, convention center, shuttle buses, or Annual Meeting hotels, with the exception of the sponsoring Exhibitor's booth space. The College reserves the right to remove and discard signs and flyers of any organization violating this policy at the violator's expense.

## Audio Visual

The College has selected Freeman AV, as its exclusive audio visual provider and requires all Product Theater sponsors to use Freeman AV for all additional audio visual requirements or needs. Contact Freeman AV at **714-254-3633**.

## Limitation of Liability

The American College of Obstetricians and Gynecologists (the College), and the San Diego Convention Center will not be responsible for any loss, injury or damage whatsoever arising from participation in the Product Theater or related activities, which may occur to an Exhibitor or its contractors and/or its agents and Product Theater attendees in connection with a Product Theater. The sponsor expressly releases the College, the American Congress of Obstetricians and Gynecologists, and the San Diego Convention Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Product Theater.

## Apply Now!

Reserve your Product Theater today for the best available time slots! To apply, please complete the Annual Meeting Product Theater Application. For more information, please contact: Jenny McIver Brocius at **678-852-3469** or [jmciver@mindspring.com](mailto:jmciver@mindspring.com).

# 2017 Product Theater Application and Contract



**IMPORTANT:** This application must be completed by all organizations planning to hold a Product Theater session during the 2017 Annual Clinical Meeting and organizations must adhere to the Product Theater rules and regulations. This signed application must be received before a time slot can be assigned. Applications without a signature and full payment will not be processed. **Deadline: April 14, 2017**

## Contact Information:

\_\_\_\_\_  
Company

\_\_\_\_\_  
Supporter (to be listed)

\_\_\_\_\_  
Contact Name/On-site Contact

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Address

\_\_\_\_\_  
Address Line 2

## TIME SLOTS & FEES

Time slots are assigned by the College and are awarded on a first-come, first-served basis. All participating companies must also be exhibitors at the **ACOG 2017 Annual Clinical and Scientific Meeting**. In order to help maximize the experience for Product Theater sponsoring organizations and attendees, the College reserves the right to limit competing topics/products in similar time slots.

## PAYMENT & CANCELLATION POLICY

**Full payment of your Product Theater session must accompany this application.** If your program is not placed due to lack of space or refusal of application by the College, your full fee will be refunded. No refunds will be given for cancellation of a Product Theater, unless the College cancels the event. As only contracted exhibitors may retain theater space, cancellation of an exhibit space automatically results in cancellation of theater time slots. The College retains the rights to utilize cancelled theater time slots at its own discretion.

If paying by check, please make payable to **ACOG 2017 Annual Meeting**. If paying by credit card, please complete all of the information below to ensure that your credit card is accepted and your payment is approved.

## Payment Information:

VISA    MasterCard    American Express    Discover

\_\_\_\_\_  
Card #

\_\_\_\_\_  
Exp. Date (mm/yy)

\_\_\_\_\_  
Security Code

\_\_\_\_\_  
Name as it appears on the card

\_\_\_\_\_  
Authorized Signature

## Product Theater Information:

\_\_\_\_\_  
Title

\_\_\_\_\_  
1st Choice: Date/Time

\_\_\_\_\_  
2nd Choice: Date/Time

50 words of promotional copy about the PT:

is attached

will be e-mailed to Jenny McIver Brocius, [jmciver@mindspring.com](mailto:jmciver@mindspring.com).

The promotional copy will be included in the Final Program if submitted by April 14, 2017.

Product Theater Type	Days Available	Costs
<input type="checkbox"/> Coffee-Up & Connect Breakfast Product Theaters 7:00am – 7:45am	<input type="checkbox"/> Saturday <input type="checkbox"/> Monday <input type="checkbox"/> Sunday <input type="checkbox"/> Tuesday	\$32,500
<input type="checkbox"/> Energize and Educate Lunch Product Theaters 12:15pm – 1:00pm	<input type="checkbox"/> Saturday <input type="checkbox"/> Monday	\$35,000
<input type="checkbox"/> Unwind & Inform Reception Product Theaters 5:15pm – 6:30pm	<input type="checkbox"/> Saturday <input type="checkbox"/> Monday <input type="checkbox"/> Sunday	\$32,500

## AGREEMENT

I, the undersigned, hereby make application for a time slot in the 2017 Product Theater at the American College of Obstetricians and Gynecologists' Annual Clinical and Scientific Meeting. I am an authorized representative of the company and with the full power and authority to sign and deliver this Application. The company listed on this application agrees to comply with the policies, rules and regulations contained in the ACOG 2017 Exhibitor Prospectus, the Exhibitor Service manual, and all policies, procedures and regulations associated with participating in the 2017 Annual Meeting Product Theater. The American College of Obstetricians and Gynecologists (the College) reserves the right to deny any application, if in the College's opinion it does not serve the best interest of its members or is considered inappropriate.

\_\_\_\_\_  
Authorized Representative's Name

\_\_\_\_\_  
Authorized Representative's Signature

\_\_\_\_\_  
Date

Please email completed application with payment by **April 14, 2017** to: Jenny McIver Brocius, [jmciver@mindspring.com](mailto:jmciver@mindspring.com). To pay by check, please mail the check and a copy of this application to: ACOG Meetings and Exhibits Department, Attn: 2017 Annual Meeting Product Theater, 409 12th Street, SW Washington, DC 20024-2188. For questions contact Jenny McIver Brocius at **678-852-3469** or [jmciver@mindspring.com](mailto:jmciver@mindspring.com).

# 2017

ANNUAL CLINICAL AND SCIENTIFIC MEETING

SAN DIEGO, CA • MAY 6-9, 2017