



Product Theater Application & Contract

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.

Scheduled throughout the day at the San Diego Convention Center, Product Theaters are 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 supporters to:

- Interact with attendees in an intimate theater setting.
- Highlight and demonstrate new and existing products.
- Provide up to date research findings or in-depth product details.

Returning this Year!

Product Theaters will be available in breakfast, lunch and evening reception time slots allowing exhibitors to select the best time of day to suit presentation needs.

Product Theaters include:

- Meeting space, food, and beverages for up to 150 attendees.
- Standard AV equipment including a riser, standing lectern, wireless lavalier microphone, panel table, LCD projector and screen and sound system.
- (2) Lead retrieval units and post-session registrant list.
- A pre-conference e-blast highlighting all Product Theaters (copy must be provided by the deadline).
- A listing in the official 2022 Annual Meeting Final Program/Exhibit Guide (if provided by deadline).
- Registration services.
- (4) staff badges for use in the exhibit hall only.
- Full Meeting Pre-Show Attendee Mailing List (one-time pull of opted-in attendees). Provided after copy of mailer has been approved by ACOG.

All Product Theater sessions will be assigned on a first-come, first-served basis.

Promotional Brochures and Invitations

ACOG 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 ACOG.

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 ACOG's acronym, logo, name, or 2022 Annual Clinical and Scientific Meeting artwork, or any representations thereof shall be only at the express written consent of ACOG.

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."

ACOG's Meetings & Exhibits Department must approve, prior to printing, all promotional announcements, invitations and all materials including websites, broadcast e-mail messages, and other materials intended for distribution to 2022 Annual Clinical and Scientific Meeting registrants to promote a Product Theater presentation. In addition, all advertisements or invitation brochures must be approved in order to participate in any of ACOG's marketing opportunities. All materials must be distributed through one of ACOG's marketing opportunities.

Leadership Participation

Elected officials and chairs of committees and subcommittees directly and currently involved in the 2022 Annual Clinical and Scientific Meeting CME program are prohibited from participation in Product Theaters, except as attendees who receive no honoraria or reimbursement. ACOG reserves the right to reject any proposed faculty member that it deems may have a conflict of interest with ACOG's 2022 Annual Clinical and Scientific Meeting activities.

Disputes

Product Theater organization, their employees, agents, and vendors agree that any legal disputes, suits, or actions between ACOG and a Product Theater organization resulting from the participation in the Product Theater or related activities of the ACOG 2022 Annual Clinical and Scientific Meeting will be governed by the laws of the District of Columbia without regard to conflicts of law principles and shall be adjudicated exclusively in the courts located within the District of Columbia. Product Theater organization hereby consents to personal jurisdiction and venue in the District of Columbia.

Term and Termination

This Agreement is effective as of the date of last signature and will terminate (i) upon conclusion of the post promotion of the Virtual Exhibits, or (ii) upon the occurrence of a material breach (including failure to make timely payments) by either party if such breach is not cured within thirty (30) days after written notice of such breach is received, or (iii) upon thirty (30) days' notice by ACOG to Exhibitor, with or without cause. In the event of termination for material breach by ACOG, or termination without cause by ACOG, ACOG will refund payments made by Exhibitor. Upon any termination of this Agreement, all rights, and privileges for use of the other party's Intellectual Property shall expire and each party shall discontinue the use of the other party's Intellectual Property.

Cancellation Policy

Upon cancellation, 100% of the total amount is due with no refunds. In the event that the ACOG 2022 Annual Clinical and Scientific Meeting is postponed due to any occurrence not occasioned by the conduct of ACOG or the sponsor, whether such occurrence be an act of God; the common enemy; the result of terrorism, war, riot, civil commotion, sovereign conduct; widespread dissemination of an infectious disease; declaration or continuation of a

pandemic; curtailment of transportation facilities; or the act or conduct of any third party (individually and collectively referred to as the "Occurrence"), then the performance of the parties of their respective meeting obligations shall be excused for such period of time as is reasonably necessary after the Occurrence to remedy the effects thereof. If the Occurrence results in cancellation of the ACOG 2022 Annual Clinical and Scientific Meeting, the obligations of and the performance by the parties under applicable agreements shall automatically be terminated and all payments shall be refunded to Sponsor, less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by ACOG through the date of sponsors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

Compliance

ACOG reserves the right to remove any Product Theater or bar future sponsorship participation if, in ACOG's opinion, the organization disregards or refuses to observe ACOG's rules, policies, or written or verbal instructions or if ACOG determines that the material is offensive or not in keeping with the professionalism or standards of the practice of obstetrics and gynecology. If an organization's removal does occur, ACOG will neither refund the Product Theater fee paid nor pay for the organization's losses such as fees associated with the Product Theater.

If, in ACOG's opinion, a sponsor flagrantly disregards ACOG's guideline(s), policies, or directives, ACOG reserves the right to impose an appropriate penalty which may not be stated above. By signing (physically or electronically) the Product Theater Application/ Contract, the Organization agrees to abide by all of the requirements contained in this Product Theater Application and Contract, ACOG Meetings Anti-Harassment Policy, ACOG's Statement of Values, ACOG's Whistleblower Policy ([together "ACOG Meetings Policies"](#)), and any correspondence from ACOG to the sponsor/ sponsoring company, their staff, officers or agents. Together, these documents comprise the contract between ACOG and the Product Theater organization.

Apply Now!

Reserve your Product Theater today! To apply, complete the 2022 Product Theater Application. For more information, please contact: Jenny McIver Brocius at 678-852-3469 or jmciver@mindspring.com.

2022 ACOG Annual Clinical and Scientific Meeting Product Theater Application and Contract

IMPORTANT: This application must be completed by all organizations planning to present a Product Theater session during the 2022 Virtual Annual Clinical and Scientific Meeting. Organizations must adhere to the Product Theater rules and regulations. This signed application must be received with full payment by **March 18, 2022**.

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

AGREEMENT

Contact Information:

Company Supporter (to be listed)

Contact Name

Phone

Email Address

Address Line 2

City, State, Zip Code

PAYMENT & CANCELLATION POLICY

Full payment of your Product Theater must accompany this application. No refunds will be given for cancellation of a Product Theater. If paying by check, please make payable to ACOG 2022 and list "Annual Clinical and Scientific Meeting" in the subject line. If paying by credit card, please complete the form, and email to jmciver@mindspring.com for invoicing and payment details.

AGREEMENT

I, the undersigned, hereby make application for a 2022 Product Theater at the American College of Obstetricians and Gynecologists' 2022 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 all policies, procedures and regulations associated with participating in the 2022 Annual Clinical and Scientific Meeting Product Theater. The American College of Obstetricians and Gynecologists (ACOG) reserves the right to deny any application, if in ACOG's opinion it does not serve the best interest of its members or is considered inappropriate.

Please email completed application to Jenny McIver Brocius, jmciver@mindspring.com.

(Authorized Representative's Name)

(Authorized Representative's Signature)

(Date)