

Virtual Promotional Theater Guidelines

Requirements for Promotional Theaters

- Promotional Theaters are considered promotional activities and must be conducted in accordance with all applicable federal, state, and local laws as well as all applicable standards and guidelines, including but not limited to applicable FDA regulations and other established standards and codes. Continuing education credit may not be offered for Promotional Theaters.
- The sponsor or the sponsor's designated third-party meeting planning organization is responsible for all aspects associated with the planning, promotion, and management of the Promotional Theater and for payment of all costs related to the Promotional Theater.

Application Process

- Promotional Theaters may be conducted only upon approval by ASHP. Companies wishing to sponsor a Promotional Theater should contact Michelle Rasnick Tyler, ASHP Conference and Convention Division, at mrasnicktyler@ashp.org. A link to the online application will be provided via email on request. Applications including time-slot selection are processed on a first-come, first-served basis. Slots are limited for this activity; therefore, a slot cannot be held without a completed online application with payment.
- Applications will be accepted from meeting planning or other third-party companies only if accompanied by a letter on the sponsor's letterhead confirming sponsorship of the Promotional Theater and authorizing the company to act on the sponsor's behalf. The deadline for all promotional theater applications is **September 30**.

Fees

The fee to conduct a Promotional Theater is \$33,000 (per one-hour program) for exhibitors and \$49,500 for non-exhibitors.

Schedule and Location

Promotional Theaters will be conducted virtually during times that do not conflict with ASHP programming. Ten time slots will be offered during the Midyear meeting (see Permissible Times). All time slots will be scheduled by ASHP. Applications will be processed on a first-come, first-served basis.

[View the Online Promotional Theater Listing](#)

Permissible Times

- Slot 1 Sunday, 1:00 p.m.–2:00 p.m. Eastern Time –RESERVED
- Slot 2 Sunday, 1:00 p.m.–2:00 p.m. Eastern Time –RESERVED
- Slot 3 Monday, 1:00 p.m.–2:00 p.m. Eastern Time –RESERVED
- Slot 4 Monday, 2:00 p.m.–3:00 p.m. Eastern Time -RESERVED
- Slot 5 Monday, 2:00 p.m. -3:00 p.m Eastern Time -RESERVED
- Slot 6 Tuesday, 1:00 p.m.–2:00 p.m. Eastern Time –RESERVED
- Slot 7 Tuesday, 2:00 p.m.–3:00 p.m. Eastern Time -RESERVED
- Slot 8 Tuesday, 2:00 p.m. -3:00 p.m. Eastern Time
- Slot 7 Wednesday, 1:00 p.m.–2:00 p.m. Eastern Time -RESERVED
- Slot 8 Wednesday, 2:00 p.m.–3:00 p.m. Eastern Time -RESERVED
- Slot 9 Thursday, 1:00 p.m.–2:00 p.m. Eastern Time -RESERVED
- Slot 10 Thursday, 1:00 p.m.–2:00 p.m. Eastern Time

Virtual Meeting Production

Promotional Theater virtual program production is the responsibility of the supporting company or their third party designee. Supporters will need to provide ASHP with a hyperlink, hosted by the supporter or third party organizer, to their program information and/or registration web page. This web page will also need to communicate how to connect to and include the link to the live or pre-recorded session on the day of your program. This link will be included on your listing from the ASHP Midyear meeting website and virtual platform. The deadline to receive the link to your live or pre-recorded program for inclusion on the virtual platform inclusion is **October 30**. If the link is received after this date, ASHP cannot guarantee it will be included on the virtual platform.

Promotion of Promotional Theaters

- A one-time use of the ASHP meeting pre-registrant mailing list is included in the cost of the Promotional Theater. After review and approval of your mailer, the list will be provided by the ASHP Marketing Division within one week after the first deadline for early registration. For further information, please contact Shannon Benjamin at sbenjamin@ashp.org.
- A hyperlink to an online information page (created and hosted by your company) from your online listing is included in the cost.
- All materials intended to promote Promotional Theaters, including websites, broadcast email messages, promotional brochures, invitations, and other materials, must be approved by ASHP prior to release, printing,

and distribution.

- Program information will be published on the ASHP meeting website and in ASHP attendee communications. The deadline for title updates online is **September 30**. All approved promotional, marketing, and other materials used in conjunction with the Promotional Theaters must contain the following statement in a prominent type size and location on the materials:

“This Virtual Promotional Theater is conducted at the 2021 ASHP Midyear Clinical Meeting & Exhibition and is a promotional activity provided by (sponsor) and is not certified for continuing education credit. The content of this Promotional Theater and opinions expressed by presenters are those of the sponsor or presenters and not of the American Society of Health-System Pharmacists.”

- No other phrase or reference to ASHP or the ASHP meeting is permitted on Promotional Theater materials. The ASHP logo or ASHP meeting graphics may not be used on Promotional Theater materials. The words “education,” “educational,” or “symposium” may not be used in any presentation titles or on any Promotional Theater materials.
- If you are preregistering attendees, printed material must also indicate that preregistration is for planning purposes only, and virtual attendance will be available on a first-come, first-served basis.

Changes/Withdrawals

Changes to assigned time slots must be requested in writing to Michelle Rasnick Tyler at mrasnicktyler@ashp.org and will be accommodated only if the requested time slot is available. The time slots noted above have been approved by ASHP and may not be modified.

There will be no refunds for programs cancelled after **September 13, 2021**. For programs that are withdrawn by the sponsor before **September 13, 2021**, 50% of the fee will be nonrefundable and will be retained by ASHP, and the balance returned to the sponsor.

Limitation of Liability

ASHP will not be responsible for any loss, injury, or damage incurred by a sponsor or its contractors and/or its agents in connection with a Promotional Theater. The sponsor expressly releases ASHP from any and all claims, injury, or damage arising from the content, behaviors, or any other aspects of the Promotional Theater.

Additional Information

For questions or additional information, contact Michelle Rasnick Tyler at mrasnicktyler@ashp.org or 202-536-5234.

