

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.
- Because of the timing of Promotional Theaters and the busy meeting schedule, it is recommended that food and beverage service be provided for attendees. You can order food and beverage through [Aramark Catering](#) within the Anaheim Convention Center.
- 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 additional costs related to the Promotional Theater, including but not limited to catering, additional audiovisual equipment, electrical services, and labor.

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 mrasnickyler@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. Space is limited for this activity; therefore, a slot cannot be held without a completed online application with a credit card 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.

Fees

The fee to conduct a Promotional Theater is \$35,000 (per one-hour program) for exhibitors and \$51,000 for non-exhibitors.

Schedule and Location

Promotional Theaters will be conducted during times that do not conflict with ASHP programming and exhibits, according to the schedule below. There are a total of 16 slots. All Promotional Theaters will be held with the designated ASHP meeting space at the [Anaheim Convention Center \(ACC\)](#) and [ACC North](#). All space and time slots will be scheduled by ASHP. Applications will be processed on a first-come, first-served basis. Promotional Theaters will be set for approximately 100 people. Theaters held on Sunday will be set in crescent rounds. Theaters held Monday-Wednesday will be set in theater.

[View the Promotional Theater Listing](#)

Permissible Times and Locations

Slot No./Qty Time/Date/Location

Slot 1	Sunday, 9:00 a.m.–10:00 a.m. –Room 152, 100 Level, ACC North
Slot 2	Sunday, 9:00 a.m.–10:00 a.m. –Room 161, 100 Level, ACC North
Slot 3	Sunday, 12:00 p.m.–1:00 p.m. –Room 152, 100 Level, ACC North
Slot 4	Sunday, 12:00 p.m.–1:00 p.m. –Room 161, 100 Level, ACC North
Slot 5 (2)	Monday, 11:30 a.m.–12:30 p.m. -Hall A, Level 1, ACC
Slot 6 (2)	Monday, 1:30 p.m.–2:30 p.m. - Hall B, Level 1, ACC
Slot 7 (2)	Tuesday, 11:30 a.m.–12:30 p.m. - Hall A, Level 1, ACC
Slot 8 (2)	Tuesday, 1:30 p.m.–2:30 p.m. - Hall B, Level 1, ACC
Slot 9 (2)	Wednesday, 11:15 a.m.–12:15 p.m. - Hall A, Level 1, ACC
Slot 10 (2)	Wednesday, 12:45 p.m.–1:45 p.m. - Hall B, Level 1, ACC

Audiovisual

Encore is the exclusive provider of AV equipment for Promotional Theaters.

ASHP will provide a standard AV set, which includes an LCD projector, a speakers table with four chairs, a registration table with two chairs, a wired lavalier microphone, a lectern, a laptop and a 16:9 video screen. Additional audiovisual needs may be added to the existing set at the activity organizer's own expense and must be coordinated and ordered with Encore. The Encore contact for promotional theaters, Raul Martinez, can be reached at 626-975-9011 or raul.martinez@encoreglobal.com for additional information.

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 and a spreadsheet of the list, please contact Shannon Benjamin at sbenjamin@ashp.org. Note: the pre-registrant mailing list includes physical mailing addresses only. ASHP does not provide or sell member or attendee emails.
- 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, signage, and other materials, must be approved by ASHP prior to release, printing, and distribution.
- 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 Promotional Theater is conducted at the 2023 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 seating will be available on a first-come, first-served basis.
- The ASHP Meeting Registration Bag Insert may be used to promote Promotional Theaters. Please contact the ASHP Exhibits Team at ashpexhibits@jspargo.com for details and pricing.
- [Additional advertising opportunities](#) are available to promote Promotional Theaters and will be available online mid-July.

Signs

One professionally produced sign, not to exceed 30" x 40", may be displayed outside the assigned meeting room. ASHP does not permit the distribution or placement of presentation flyers or signs in any other area of the meeting hotels or the convention center, with the exception of the sponsor’s exhibit booth. ASHP reserves the right to remove and discard signs and flyers of any organization violating this policy. See “Promotion of Promotional Theaters” for additional copy guidelines.

Staff Registration

All speakers, moderators, and organizer's staff for Promotional Theaters must be registered for the 2023 ASHP Midyear Clinical Meeting and must be wearing their ASHP meeting badges in order to be admitted to the meeting room and/or Exhibit Hall. The organization coordinating the Promotional Theater is responsible for ensuring that all speakers, moderators, and staff are registered in advance of the session. A one-day meeting registration rate is available.

Changes/Withdrawals

Changes to assigned time slots must be requested in writing to Michelle Rasnick Tyler at mrasnickyler@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 8, 2023**. For programs that are withdrawn by the sponsor before September 8, 2023, 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.

Policy on Ancillary Opportunities: Exhibits, Advertising and Non-Accredited Events

1. Under the conditions listed below, ASHP offers marketing opportunities to ineligible companies and provides non-accredited educational experiences associated with the its accredited education activities.
2. ASHP ensures that accredited education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from non-accredited education offered in conjunction with accredited continuing education in compliance with Standard 5 of the ACCME's Standards for Integrity and Independence.
3. Arrangements to allow ineligible companies to market or exhibit in association with ASHP accredited education must not:
 - a. Influence any decisions related to the planning, delivery, and evaluation of the education.
 - b. Interfere with the presentation of the education.
 - c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
4. ASHP ensures that learners can easily distinguish between accredited education and other experiences:
 - a. Live continuing education activities: Marketing, exhibits, and non-accredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must

not occur in the educational space within 30 minutes before or after an accredited education activity. Experiences that are associated with the activity but are not accredited for continuing education must be clearly labeled and communicated as such.

- b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
 - c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
 - d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
5. Ineligible companies may not provide access to, or distribute, ASHP accredited education to learners.
 6. All ineligible companies intending to exhibit or advertise in association with an ASHP accredited activity must agree to comply with ASHP's policies and procedures, which will be made part of the exhibit or advertising prospectus and agreement.
 7. Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.
 8. Exhibit, Promotional, Marketing, and Advertising opportunities will be offered separately from requests for commercial support.
 9. Exhibit, Promotional, Marketing, and Advertising income will be accounted for separately from commercial support income.
 10. Ineligible companies purchasing Exhibit, Promotional, Marketing, and Advertising opportunities will be recognized and acknowledged separately from commercial supporters that provide grants or in-kind support.

Additional Information

For questions or additional information, contact Michelle Rasnick Tyler at mrasnicktyler@ashp.org or 301-664-8762.