



## Product Theaters

Product Theaters provide an opportunity for commercial organizations to present information to ASPMN® conference attendees about their product or services in relation to pain management. The material presented in Product Theaters may be promotional and may concentrate on a specific product. **Therefore, these sessions are considered promotional and may not offer continuing nursing education credit.** ASPMN® will offer four sessions for 20 minutes each and they will be scheduled exclusively, without competing sessions running concurrently.

## Eligibility

Organizations are required to be exhibitors at the ASPMN® National Conference in order to sponsor a Product Theater. Sponsorship of a Product Theater is not connected with any of ASPMN® conference sponsorships and may not be reflected as such by the company conducting the Product Theater.

## Requirements for Product Theaters

Product 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 Product 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 Product Theater and for payment of all additional costs related to the Product Theater, including but not limited to additional audiovisual equipment, electrical services, and labor.

## Application Process

Product Theaters may only be conducted upon approval by ASPMN®. Companies wishing to sponsor a Product Theater should contact the ASPMN® Executive Office at [ASPMN@kellencompany.com](mailto:ASPMN@kellencompany.com).

An application will be provided via email upon request. Applications are processed on a first-come, first-served basis. Space is limited for this activity.

Applications will be accepted from companies or other third-party companies only if accompanied by a letter on the sponsor’s letterhead confirming sponsorship of the Product Theater and authorizing the company to act on the sponsor’s behalf.

Full payment of the fee must be received within thirty (30) days of receipt of approval of the application or the Product Theater will be considered to be cancelled and space will be released to another sponsor.

Upon receipt of the completed application, ASPMN® will notify the sponsor of acceptance of the application, will provide the assigned date and time for the Product Theater, and issue an invoice for the fees.

## Fees

The fee to conduct a Product Theater is \$5,000 (per 20 minute program includes set-up time). Only exhibitors may participate in the program. An invoice will be emailed to the contact provided on the application.

## Schedule and Location

Product Theaters will be conducted, during times that do not conflict with ASPMN® programming, according to the schedule below. There are a total of four (4) slots, each for a 20-minute period. All Product Theaters will be held on the trade show floor in our designated area. All space and time slots will be scheduled by ASPMN®. Applications will be processed on a first-come, first-served basis.

## Product Theater Times

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Slot 1	Thursday, September 19, 2019	9:45 a.m. – 10:05 a.m.
Slot 2	Thursday, September 19, 2019	3:15 p.m. – 3:35 p.m.
Slot 3	Friday, September 20, 2019	10:00 a.m. – 10:20 a.m.
Slot 4	Friday, September 20, 2019	3:45 p.m. – 4:05 p.m.

Companies are only eligible for one slot. Companies will be notified on a first-come, first-served basis. If all slots are not filled by the deadline date, then companies already approved for slots will become eligible to purchase additional slots.

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## Audio Visual

ASPMN® will provide:

- a speakers' table with two chairs
- a registration table with two chairs
- a wired lavalier microphone
- a projector screen sized appropriately for the space, LCD projector and an extension cord

Additional microphones and computers may be added to the existing AV set at the activity organizer's own expense. Additional AV can be ordered through the hotel AV company directly. While providing a screen and LCD projector, ***we are not providing a laptop for this area***, you must bring your own or secure one from the AV Company.

## Promotion of Product Theaters

One-time use of the ASPMN® national conference registrant mailing list [Excel] is included in the cost of the Product Theater. Mailing lists will be provided by ASPMN® within one week after the first deadline for early registration. Email addresses will not be included.

A link to an information page (created by your company) from our conference website is included in the cost.

All materials intended to promote Product Theaters, including websites, promotional brochures, invitations, signage and other materials must be approved by ASPMN® prior to release and distribution. Because changes may be required, it is strongly recommended that review and approval by ASPMN® occur before printing or production of the materials.

All approved promotional, marketing and other materials used in conjunction with the Product Theaters must contain the following statement in a prominent type size and location on the materials:

*"This promotional activity is provided by (company) and is not certified 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 Society for Pain Management Nursing®."*

ASPMN® will not be responsible for any other advertisement of the product theaters other than what is specified herein. **There will be no announcement made on-site by ASPMN® Staff nor will ASPMN® Staff direct attendees to the product theater sessions.** Participating companies are responsible for inviting and attracting ASPMN® attendees through the use of personal invitations prior and during the conference.

If pre-registering attendees, printed material must also indicate that pre-registration is for planning purposes only and seating will be available on a first come, first-served basis.

No other phrase or reference to ASPMN® or the ASPMN® National Conference is permitted on Product Theater materials. The ASPMN® logo or ASPMN® meeting graphics may not be used on

Product Theater materials. The words "education," "educational" or "symposium" may not be used in any presentation titles or on any Product Theater materials.

Additional advertising opportunities are available to promote Product Theaters. [Contact our office for details.](#)

## Signs

One professionally produced sign, not to exceed 30" x 40", may be displayed outside the assigned meeting room. This sign is supplied by the sponsor. ASPMN® does not permit the distribution or placement of presentation flyers or signs in any other area of the meeting hotel, with the exception of the sponsor's exhibit booth. ASPMN® reserves the right to remove and discard signs and flyers of any organization violating this policy. See "Promotion of Product Theaters" for additional copy guidelines.

## Speakers

All speakers and moderators for Product Theaters must be registered for the ASPMN® National Conference and must be wearing their ASPMN® meeting badges in order to be admitted to the exhibit hall. The organization coordinating the Product Theater is responsible for ensuring all speakers and moderators are registered in advance of the session. A booth representative badge is available.

## Changes/Withdrawals

Changes to assigned time slots must be requested in writing to the ASPMN® Executive Office at [ASPMN@kellencompany.com](mailto:ASPMN@kellencompany.com) and will be accommodated only if the requested time slot is available. The timeslots noted above have been approved by ASPMN® and may not be modified.

There will be no refunds for programs cancelled after July 31, 2019. For programs that are withdrawn by the sponsor before July 31, 2019, 50% of the fee will be nonrefundable and will be retained by ASPMN®, and the balance returned to the sponsor.

## Limitation of Liability

ASPMN® 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 Product Theater. The sponsor expressly releases ASPMN® from any and all claims, injury or damage arising from the content, behaviors or any other aspects of the Product Theater.

## Additional Information

For questions or additional information, contact the ASPMN® Executive Office [ASPMN@kellencompany.com](mailto:ASPMN@kellencompany.com) or (913) 222-8666.



*This document is a fillable form – to prevent errors during the data entry, we request that all forms are typed and not handwritten.*

## Product Theater Application

Contact Name and Title:

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Organization:

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Street Address:

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

E-mail for Invoice (if different than above):

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Sponsoring Company: (required)

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## Application Requirements

The following information needs to be submitted along with this application:

- Title of Product Theater
- Brief description of the Product Theater, including an agenda

**Preferred Slot# for Product Theater:** \_\_\_\_\_

Please rank your preferred time slot, 1-4 with 1 being your first choice. **Times subject to change based on the final program schedule.**

My signature below verifies I have read and understood the conditions of this application as well as the rules and regulations. By signing below, I am indicating my company's agreement to be bound by any and all rules and regulations. I further understand and agree to the ASPMN® Product Theater cancellation policy.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**After this signed application is received, an invoice for the \$5,000 fee will be emailed to the address indicated on the application. Payment must be in the form of a credit card or check drawn on a U.S. bank, in U.S. funds, made payable to "ASPMN." Tax ID No. 58-1905277.**

If you have any questions regarding Product Theaters, Exhibit Space, Sponsorship or Advertising at the ASPMN® National Conference, contact the ASPMN® Executive Office at [ASPMN@kellencompany.com](mailto:ASPMN@kellencompany.com) or (913) 222-8666.

**Send completed application, required documents and payment to:**  
ASPMN® Product Theaters, 4400 College Blvd, Suite 220, Overland Park, KS 66211

[ASPMN@kellencompany.com](mailto:ASPMN@kellencompany.com) (913) 222-8666