

## **2021 Product Theater Guidelines**

The 2021 National Conference & Exhibition will be planned as a robust hybrid experience. The conference will offer world class education, an exhibit program, and many unique experiences to a broader audience than ever before. In order to comply with current COVID restrictions, product theaters will be fully virtual in 2021.

The virtual meeting is designed to meet the needs of our attendees, through offering a flexible and versatile education program. We will offer live sessions and have a robust library of on-demand content. Attendees will have numerous opportunities to engage and connect with their fellow pediatric community. The majority of programming will take place October 8-October 12, 2021.

Product theater spots are reviewed and sold on a first come, first serve basis.

### **About the American Academy of Pediatrics**

The American Academy of Pediatrics (AAP) and its member pediatricians dedicate their efforts and resources to the health, safety and well-being of infants, children, adolescents and young adults. The AAP has approximately 67,000 members worldwide. Members include physicians in-training, pediatricians, pediatric medical and surgical specialists, and other pediatric providers.

### **AAP National Conference & Exhibition**

The AAP National Conference & Exhibition is a forum for pediatric professionals to come together for practical updates and reviews of pediatric practice, research, and advocacy. In 2020, the first ever virtual meeting, 14,700 professionals attended the National Conference.

### **Definition of a Product Theater**

For purposes of these guidelines, a product theater is:

- A non-CME educational program
- Planned and implemented by the presenting company
- Neither sponsored, nor endorsed by the AAP; and
- Presentations take place during unopposed CME session times

## Product Theater Overview

- Product Theaters will be offered, on a first come first serve basis, during unopposed CME session times.
- The product theater package includes a virtual exhibit profile to continue the promotion of your product and services. The profile includes space for a description, resources such as PDF's, URL links, a chat function, a unique URL to the exhibit booth profile to market in your social media and much more! (this is a \$3,000 value) NOTE: The functionality of the mobile app Virtual Exhibit Booth is not the same as full interactive website booth profile.
- The fee to host a virtual product theater is \$15,000.
- Product theater slots are offered in 30 minute sessions
- Virtually, presenting companies will facilitate their own webinar through their own software platform (companies must have an online platform for attendees to register beforehand).
  - There are no restrictions on which platform you decide to choose.
  - AAP will need to be provided a registration login for your presentation to audit your event.
- Companies must provide the AAP with their final attendance count of the presentation both during the meeting and at the end of the on-demand availability which ends on January 31st.
- The content creation and promotion of your presentation will be the responsibility of each presenting company and the AAP will provide access to our attendees.

## Promotion Will Include:

- Tile within the AAP virtual conference platform on exhibits home page promoting product theaters.
- Virtual exhibit booth profile to continue promotion of your product and services.
- All product theater presentations will be listed on the conference website, on a product theater page.
  - Listing on the conference website includes date/time, the title, company name and a link to your event site.
  - The listing is public facing. It is not a private webpage.
- Each group will be provided one-time access to use our attendee mailing list of addresses, we typically release this 4-weeks prior to the meeting.
- AAP will promote the product theater (along with exhibitors and symposia) in an email to attendees in the weeks leading up to the meeting.

## Guidelines

- Product theater applications will be reviewed for acceptance on a first-come, first-served basis. The AAP reserves the right to continue the selection process if all slots are not filled.
- AAP National Conference faculty and/or Section/Council Executive Committee members are not permitted to present for a product theater.
- Product theaters are facilitated by the presenting company, in accordance with AAP guidelines. Presenting companies must be a current year exhibitor.
- Continuing Medical Education (CME) credit may not be offered by companies/organizations for their educational presentation.

### **Guidelines *continued***

- All marketing & promotional pieces for the product theater(s) must include the following text: The presentation for this Product Theater is not designated for CME credit. This presentation is neither sponsored nor endorsed by the American Academy of Pediatrics.
- All marketing pieces must be submitted to the AAP for review and approval.
- Presenting companies are required to submit attendee counts (counts only; no names) for the live (virtual) presentation as well as on-demand counts at the conclusion of the virtual meeting.
- The materials must clearly show that the product theater is sponsored by the company and not the AAP—this determination is up to the discretion of the AAP.
- On-demand presentations to be viewed after the live (virtual) meeting must maintain the same topic as the original topic during the live (virtual) meeting.
- The AAP will not promote product theater presentations that have not been paid in full.

### **Application Process**

- All presentations will be reviewed by the AAP before being accepted. Upon acceptance, time slots will be provided on a first-come, first served basis.
- Submissions should be sent to: Eva Fujino, AAP Exhibits Manager, [efujino@aap.org](mailto:efujino@aap.org)
- This fee is due 30 days upon receipt of the commitment/invoice form. If payment is not received within 30 days of receipt, the AAP has the right to release your space.
- The AAP reserves the right to restrict and/or dismiss at any time any event it deems undesirable, in poor taste, or offensive to attendees or for non-compliance with these guidelines.
- Topic selection, speaker and the marketing efforts are the responsibility of the presenting company. The AAP is not responsible for final attendance of product theaters.

### **Cancellation Policy**

All cancellations must be received in writing. An accepted submission for product theater must cancel on or before July 1, 2021. Cancellations before July 1, 2021 are entitled to a 50% refund. Cancellations after July 1, 2021 will not be entitled to a refund.

### **Professionalism**

The AAP expects all presenting companies and affiliated parties to uphold the highest level of professionalism in alignment with AAP standards to facilitate a positive and professional learning environment.

### **Speaker Selection**

All product theater speakers must be reviewed and approved by the AAP prior to promotion of the product theater. The Committee on Continuing Medical Education (COCME) does not allow the AAP Board of Directors, AAP

National Conference faculty, National Conference Planning Group members, COCME voting members, and AAP Section/Council Executive Committee members to participate in a product theater (as planning group or speaker).

### **Use of AAP Name, Logo, or Seal**

The AAP expects product theater sponsors will avoid any implication that product theaters are planned, implemented, endorsed or sponsored by the AAP. Promotional materials of any kind as well as program materials may not use the AAP's logo or AAP conference logo. Phrases such as "presented during," "presented in conjunction with," "preceding," or "prior to" may not be used. This rule applies to materials developed for use before, during, and after the conference.

### **Invitation/Promotion Content/Handouts/Enduring Content**

ALL promotional and program materials for a product theater must be reviewed and approved by the AAP including flyers; brochures; invitations; advertisements; websites; signage; and press releases/media communications. This includes enduring material as well.

Please allow 7 business days for approval upon receipt of materials for review. Once approved, any proposed revisions must be submitted for approval as well. A final copy of all promotional materials must be submitted to Eva Fujino at [efujino@aap.org](mailto:efujino@aap.org).

The AAP suggests that presenting companies factor this requirement into their production timelines for promotional materials. In addition, the AAP recommends that presenting companies do not print materials or go live with web sites before approval from the AAP has been received. The AAP is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced.

### **Promotional Materials and Handouts**

Prior to submitting promotional materials to the AAP for approval, please be sure that you have considered and included the following:

- Name of presenting company on the marketing piece.
- Instructions for potential attendees about the registration procedure for the event.
- AAP disclaimer statement :

*The presentation for this Product Theater is not designated for CME credit. This presentation is neither sponsored nor endorsed by the American Academy of Pediatrics.*

## **Promotional Opportunities**

Take advantage of the following opportunities offered by the AAP to promote your product theater and reach your attendance goals:

### **Advertising**

Reach new heights through strategic brand-building before, during and after the Conference. Both print and digital advertising options are available to help you extend your reach to highly engaged and focused pediatric professionals. Please contact Joe Frank [joseph.frank@wt-group.com](mailto:joseph.frank@wt-group.com) and/or Amy Birnbach [amy.birnbach@wt-group.com](mailto:amy.birnbach@wt-group.com) for additional information.

### **Advance Mailing to Pre-registrants**

Following the close of advance registration and upon approval of your first promotional piece to be mailed, the AAP will provide an excel document of registered AAP attendees at no cost. This list is approved for a ONE-TIME USE ONLY. The list included mailing addresses, NO EMAIL.

## **Violations Policy**

The AAP reserves the right to restrict and/or dismiss at any time any event it deems undesirable, in poor taste, or offensive to attendees or for non-compliance with these guidelines. By applying to host a product theater, you agree to adhere to the guidelines set forth by the AAP Guidelines for Product Theater. Any violation of these guidelines may result in the immediate dismissal of your program and removal from the exhibit floor (if applicable), and the AAP reserves the right to reject future applications for a product theater who has violated these guidelines.