



**2018 APA Annual Meeting  
May 4-8, 2018, New York, NY  
Industry Sponsored Product Theaters**

*Deadline for Submission: March 1, 2018*

---

**Overview**

---

APA offers commercial organizations the opportunity to present product information to psychiatrists and other mental health professionals attending the 2018 APA Annual Meeting.

These presentations are promotional and are an extension of the exhibit hall. **They are not for CME credits.** Only exhibitors will be permitted to secure a Product Theater session at this meeting. Sessions will be limited to 60 minutes in length at a cost of \$70,000.

A total of 12, 60-minute sessions will be held this year spanning the Exhibit Hall. The hours available are 11:00 a.m., Noon, 1:00 p.m. and 2:00 p.m. on Sunday, Monday, and Tuesday. Sessions will seat up to 300 in a theater-like setting in a sectioned off room of the Exhibit Hall in the Jacob Javitz Convention Center. Lunch boxes and beverages for 250 attendees will be provided as part of the program cost. Assignments are on a first-come basis with the signed letter of agreement securing the session for the supporter.

**Presenter Selection**

Companies may select a presenter from the company or a physician thought leader on the subject of the session. Company representatives must provide the title of presentation and speaker name with credentials by **Friday, March 16, 2018**, or risk having the session listed without a title in the *APA Guide*.

**APA Services to Industry Product Theater Supporters**

---

**APA will provide the following to exhibitor:**

1. An excel spreadsheet of the pre-registered meeting attendees. This list will be available two weeks prior to the conference's start date. Email addresses are not provided.
2. Signs of all the presentations with placement directly outside the assigned meeting room 30 minutes prior and several signs will be placed in prominent locations around the convention center.
3. **A standard room package to include the following:**
  - Theater-style seating for **250 attendees**.
  - Low riser with a standing lectern and panel table with chairs and microphones.

- Audiovisual including LCD projector, screen and room sound system.
- Food service with boxed lunches and beverages for 250 for each session.
- Two
- (2) hand-held, lead retrieval devices. Must be arranged for pick up with APA Foundation.

### **Promotion of the Product Theater by APA**

---

1. Listing of programs in the *APA Guide*.
2. Posters listing all Product Theater sessions will be placed in the conference area and exhibit hall.
3. A Product Theater Advertising Panel along the hall-facing wall of the Product Theater space in the Exhibit Hall

### **Requirements for Sponsors of Industry Product Theater Selected for Presentation**

*Please initial after each requirement below.*

---

1. Production of the products will not begin until full payment is received by APA. Approved, final, production-ready graphics for the Product Theater Advertising Panel must be provided by Purchaser to APA no later than Friday, March 16, 2018. Delays past any production deadlines will incur the following increased fees, payable by Purchaser:
 

March 17 – April 1, 2018: Increase by 25% to \$87,500

April 2 – April 15, 2018: Increase by 50% to \$105,000

April 16 – May 1, 2018: Increase by 100% to \$140,000
2. Company presenting the Industry Product Theater shall indemnify APA against all liabilities and expenses, including without limitation reasonable attorneys' fees, incurred by APA/American Psychiatric Association Foundation (APAF) as a result of the publications distributed at, statements made during, or any other conduct occurring at the Industry Product Theater. \_\_\_\_\_
3. All promotional and post-session materials, including print invitations for the Industry Product Theater, must be approved by APA/APAF prior to release and distribution. It is the sole responsibility of the presenting company to work directly with APA to obtain this approval. All approved promotional and marketing material for the Industry Product Theater must contain the following statement:

*"This is an informational event provided by <<supporting company name>>. Participants cannot claim CME credit for attending this informational event and participation may be subject to reporting under the Sunshine Act. The Industry Product Theater's content and the views expressed therein are those of <<supporting company name>> and not of APA or APAF"*

4. **No additional staff can be hired by supporter to provide Industry Product Theater invitations on meeting/conference property. Invitations can be given out at your booth. No exhibitor registration badges are included with this sponsorship\_\_\_\_\_**
5. Company representatives must provide the title of presentation and speaker name with credentials by March 16, 2018. Information received after the deadline cannot be guaranteed publication in the APA Annual Meeting Guide \_\_\_\_\_
6. Bring a laptop to the presentation if needed (this is not included in the AV set up). \_\_\_\_\_
7. Provide staff to scan participant name badges. Test your scanners! APA staff will not assist in setup/scanning. \_\_\_\_\_
8. Company may place one or two signs for their session outside the door of the room prior to their session based on the schedule for the day. Signs must measure 22"x28" and be placed outside the theater 30 minutes prior. 2 easels will be available at the product theater for you to use. There is no cost.
9. Payment of the fee must be submitted along with the completed letter of agreement. After that time, APA must be notified promptly in writing of the cancellation of any scheduled program. If written notice of the cancellation of a program is received by March 2, 2018, a refund will be issued, less ten percent (10%) of the program fee. **No refund will be issued for any event cancelled any time after March 2, 2018.** \_\_\_\_\_

#### **Ownership of Copyright for Content of Symposium**

---

Copyright of the content presented at the Product Theater shall be owned by the presenting company of the Product Theater with all rights intact. The Product Theater presenting company is responsible for obtaining copyright permissions and licenses for materials previously copyrighted that will be used as part of the Sponsored Product Theater, including all DSM 5 references.

For more information on these Product Theaters, please contact:

Lilia Coffin

Program Coordinator

American Psychiatric Association Foundation

1000 Wilson Boulevard, Suite 1825

Arlington, VA 22209

Phone: 703-907-8512

Email: [LCoffin@psych.org](mailto:LCoffin@psych.org)