



Innovation Theater Specifications

LOCATION

Boston Convention & Exhibition Center,
Exhibit Hall AB

DATES

Thursday and Friday, April 18-19, 2024

SESSION SCHEDULE & FEES

AM Session: 10:15-11:00 a.m. | \$39,000

Lunch Session: 12:30-1:15 p.m. | \$42,000

PM Session: 3:45-4:30 p.m. | \$37,000

ATTENDEE BREAK SCHEDULE*

Sessions are strategically scheduled while attendees visit the Exhibit Hall floor during lunch and AM/PM breaks. All Innovation Theater sessions must begin and end at the scheduled times, including optional Q&A discussions. *ACP reserves the right to alter the theater times at its discretion.*

AM Break: 10:15-11:00 a.m.

Lunch Break: 12:00-1:30 p.m.

PM Break: 3:45-4:30 p.m.

**Please note that morning (10:15 a.m.) and afternoon (3:45 p.m.) sessions coincide with the start of the break time and may result in a slight delay of attendance at the start of the program.*

FOOD AND BEVERAGE

ACP provides all attendees with complimentary break refreshments and lunches at food stations in the Exhibit Hall.

Supporters are welcome to provide additional refreshments in the Innovation Theater at their own expense. Additional catering requests should be ordered through the Convention Center Catering Vendor (information will be provided in the Innovation Theater Planning Guide).

AUDIOVISUAL EQUIPMENT

ACP will provide the standard AV equipment as outlined below. Additional equipment can be ordered through FreemanAV contact (information will be provided in the Innovation Theater Planning Guide).

- Speakers appropriate to theater size
- 1 Slide advancer
- 1 Countdown clock
- 1 Lavalier microphone
- 1 Handheld microphone for Q&A
- 1 LCD projector and stand
- 1 Laptop to run the presentation
- 1 Screen

ALSO INCLUDED

- Podium and electrical drop
- 2 Easels
- Classroom seating for 150 attendees
- 2 Lead retrieval units. Leads are e-mailed to the primary contact within 2-3 weeks post show.
- Complimentary registrant mailing list for preshow mailer
- Session title and time listed on onsite signage at Convention Center
- Session information included on the official Internal Medicine Meeting Web site and Onsite Industry Guide

Booth Requirement

All Innovation Theater supporters must have a minimum exhibit space of 100 square feet in order to secure a session. Since only fully paid contracted Exhibitors are eligible for participation in the theater, cancellation of exhibit space automatically results in cancellation of an Exhibitor's theater slot(s).

EXHIBIT HALL BADGE

For security purposes, staff, attendees, and speakers must display a badge issued by ACP. This badge will permit access to the Exhibit Hall. Badge registration details will be provided closer to the meeting dates.

NO IMPLIED ENDORSEMENT

Innovation Theaters are considered unofficial programs (not supported by ACP). Therefore, there can be no implication in any promotional materials, or during these events, that sessions are connected with Internal Medicine Meeting 2024, are presented in cooperation with ACP, or are endorsed by ACP. In describing these events, you may not use such phrases as “presented during,” “presented in conjunction with,” or “prior to” Internal Medicine Meeting 2024. The use of Internal Medicine Meeting 2024 or the ACP name, logo, or seal is strictly prohibited, with the exceptions outlined in the “Promotional Materials” section. Supporters and their speaker(s) for Innovation Theaters should be informed of these restrictions.

PROMOTIONAL MATERIALS

Any promotional materials (including but not limited to mailers, invitations, and signs) must receive ACP approval before printing, distribution, or posting. Invitations and announcements addressed to Internal Medicine Meeting 2024 attendees should clearly indicate the name of the organization funding the program, and must in no manner mention, directly or indirectly, ACP.

Exceptions to “No Implied Endorsement” policy:

- All promotional materials MUST SHOW the following disclaimer statement on the cover/front page: “This event is not a part of the official Internal Medicine Meeting 2024 Education Program and does not offer CME credit.”
- Innovation Theaters may refer to the program as “in the Exhibit Hall at Internal Medicine Meeting 2024.”

SESSION MATERIALS / SHIPPING

The supporter will be responsible for the printing and shipping of any session materials and signs. Shipping labels will be provided.

SIGNAGE

ACP offers an onsite schedule listing outside the theater entrance. Supporters are **STRONGLY** encouraged to create two (2) 28” x 44” signs for display. These signs may be placed on easels outside the theater. Signs may not be placed in other venues, other areas of the Convention Center, buses, taxicabs, etc. Signs must follow our “No Implied Endorsement” and “Promotional Materials” policies.

CANCELLATION POLICY

In the event your company chooses to withdraw your reserved Innovation Theater session, a refund will be provided only when the following conditions are met in full:

- The entire Innovation Theater schedule is sold out **AND**
- ACP is able to resell your time slot

INSTALLATION & DISMANTLING

Innovation Theater supporters will have access to the theater one hour before their assigned session time. Supporters and their speaker(s) are allowed to “prep” during this time. After the presentation, supporters must remove all literature, materials, handouts, etc., from the theater within 15 minutes after the slotted time.

REGISTRATION

Seats are available on a first-come, first-served basis for Internal Medicine Meeting attendees. Minimum attendance numbers cannot be guaranteed by ACP.

STAFFING

ACP will provide logistical support onsite. Supporter is responsible for staffing the entrance to your session to welcome attendees. ACP will provide temps to collect leads before the start of your session.



**Looking for ways to
promote your session?**

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DISCLAIMERS

ACP is not responsible for unsatisfactory outcomes.

Every effort is made to avoid placing competing topics on the same day and time; however, it is not guaranteed.

INDEMNITY

The supporting company and organizer of the session (if applicable) agree to indemnify and hold ACP harmless from any claims or damages to persons or property that arise from the Innovation Theater session and to add ACP as an additional insured on its liability insurance for the Innovation Theater.

Distribution of Literature

The distribution of literature, including invitations, is to be confined to the supporter's assigned exhibit space in the Convention Center. Any other form of distribution (including from the hotel or Convention Center) is not permitted. Under no circumstances may promotional materials be distributed to attendees in the aisles or at any area of the Convention Center or Exhibit Hall.