Virtual Innovation Theater Specifications

LOCATION
McCormick Place West, Chicago
Exhibit Hall F2

SCHEDULE
Thursday and Friday, April 28-29, 2022

INNOVATION THEATER 1
Morning Session: 10:15 – 11:00 a.m.
Lunch Session: 12:30 – 1:15 p.m.
Afternoon Session: 3:45 – 4:30 p.m.

INNOVATION THEATER 2
Morning Session: 10:15 – 11:00 a.m.
Lunch Session: 12:30 – 1:15 p.m.

INNOVATION THEATER 3
Morning Session: 10:15 – 11:00 a.m.

FEES
AM/PM Session: $34,000
Lunch Session: $37,000

ATTENDEE BREAK SCHEDULE*
Sessions are strategically scheduled while attendees visit the Exhibit Hall floor during lunch and 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.

Morning Break: 10:15 – 11:00 a.m.
Lunch Break: 12:00 – 1:30 p.m.
Afternoon Break: 3:45 – 4:30 p.m.

*Please note that morning (10:30 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.

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AUDIOVISUAL EQUIPMENT
ACP will provide the standard AV equipment as outlined below. Additional AV equipment can be ordered through the official vendor, Freeman AV. Freeman AV contact information will be provided in your Innovation Theater Planning Guide.

WHAT IS INCLUDED
- Audiovisual Equipment:
  - Speakers appropriate to theater size
  - 1 Slide advance
  - 1 Countdown clock
  - 1 Lavaliere microphone
  - 1 Handheld microphone for Q&A
  - 1 LCD projector and stand
  - 1 Laptop to run the presentation
  - 1 Screen
- 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 2022 Web site and Onsite Industry Guide
- Please note: Starting in 2022, the ACP photographer will not be taking pictures of Theaters for use by the sponsor.

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. Please register your staff and speakers for their badge(s) via online badge registration or at Exhibitor Registration.

NO IMPLIED ENDORSEMENT
Innovation Theaters are considered unofficial programs (not supported by ACP). Therefore, there can be no implication in any promotional materials or mailers, or during these events, that sessions are connected with Internal Medicine Meeting 2022, are presented in cooperation with ACP, or are endorsed by ACP. There is just one exception to this rule, which is included in the “Preregistrant List” section below. Otherwise, the use of “Internal Medicine Meeting 2022” is strictly prohibited unless it is written in the required disclaimer statement on all promotional pieces: “This session is not a part of the official Internal Medicine Meeting 2022 Education Program and does not offer CME credit.” The use of the ACP name, logo, or seal is strictly prohibited from all promotional materials. Faculty should be informed of these restrictions.

PREREGISTRANT LIST
Mailer must comply with policies as outlined in the Registrant List Use Agreement, Policies, and Order Form.
- Preregistrant mailers are the only promotional materials in which a phrase such as “presented during Internal Medicine Meeting 2022” is allowed.
- The preregistrant mailer must include the following statement: “This session is not a part of the official Internal Medicine Meeting 2022 Education Program and does not offer CME credit.”

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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).
SESSION MATERIALS
The supporter will be responsible for the printing and shipping of any session materials.

SIGNAGE
ACP offers an onsite schedule listing outside the theater entrance. Supporters are encouraged to provide three 28” x 44” signs for display. Two signs may be placed on easels outside the theater. The third sign can be dropped off by Wednesday, April 25, at Exhibitor Registration, which we will display on the Additional Learning Opportunities schedule board. The supporter is responsible for printing and shipping signage. Shipping labels can be found in the Exhibitor Service Manual. Signs may not be placed in other venues, other areas of the Convention Center, buses, taxicabs, etc. Signs must follow our “No Implied Endorsement” policy above.

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 2022 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. Temps will be provided to collect leads before the start of your session.

DISCLAIMER
ACP is not responsible for unsatisfactory outcomes.

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.

Looking for ways to promote your session?
Visit Advertising & Sponsorship Opportunities

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.