**Innovation Theater Specifications**

**Location**
Pennsylvania Convention Center
Exhibit Hall DE

**Schedule**
Thursday and Friday, April 11–12, 2019

**Innovation Theater 1**
Morning Session: 10:45–11:15 a.m. (30-min. session) or 10:45–11:30 a.m. (45-min. session)
Lunch Session: 12:15–1:15 p.m. (45-min. session)
Afternoon Session: 1:45–2:45 p.m. (30-min. session) or 2:45–3:45 p.m. (45-min. session)

**Innovation Theater 2**
Lunch Session: 1:00–1:15 p.m. (45-min. session)

**Innovation Theater 3**
Morning Session: 10:45–11:15 a.m. (30-min. session) or 10:30–11:15 a.m. (45-min. session)
Lunch Session: 1:00–1:15 p.m. (45-min. session)

**Fees**
30-Minute Session: $31,000
45-Minute Session: $34,000

**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. Optional question and answer discussions must also conclude by the session end time. ACP reserves the right to alter the theater times at its discretion.

Morning Break: 10:30–11:15 a.m.
Boxed Lunch: 12:45–2:15 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.

**What Is Included:**
- **Audiovisual Equipment:**
  - Speakers appropriate to theater size
  - 1 Slide projector
  - 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, 7.5’ x 10’ (4:3 format)

- **Podium and electrical drop**
- **2 Easels**
- **Classroom seating for up to 150 attendees**
- **Food and beverage:**
  - ACP provides all attendees with complimentary break refreshments and boxed lunches 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.
  - Two lead retrieval units. Leads are e-mailed to the primary contact within 2-3 weeks post show.
  - Complimentary registrant mailing list for a preshow mailer.
  - Complimentary quarter-page ad in the Onsite Industry Guide with purchase of Literature Bag insert, coordinated by TriStar Publications.
  - Session title and session time listed on onsite signage at the Convention Center.
  - Session information included on the official Internal Medicine Meeting 2019 Web site, Scientific Program Book, and Onsite Industry Guide.
  - Photographs from the official photographer by request.

**Audiovisual Equipment**
ACP will provide the standard AV equipment as outlined above. Additional AV equipment can be ordered through the official vendor.
- **Freeman Audio Visual:**
  - E-mail: heather.winston@freemanco.com

**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 the online badge registration link 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 2019, are presented in cooperation with ACP, or are endorsed by ACP. There is just one exception to this rule, which is included in the “Prew registrant list” section, below. Otherwise, the use of “Internal Medicine Meeting 2019” 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 2019 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.

**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 10, 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, taxis, etc.

**Photography**
By request, the official photographer will photograph the audience and speakers during your session. Supporter will receive a copy of digital images post show by request.

**Prew registrant List**
Mailers must comply with policies as outlined in the Registrant List Use Agreement, Policies, and Order Form. A statement that seats are available on a first-come, first-served basis is strongly encouraged.
- **Prew registrant mailers are the only promotional materials in which a phrase such as “presented during Internal Medicine Meeting 2019” is allowed.**

**Boot 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).

**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.

**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 30 minutes 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 slated time.

**Registration**
Seats are available on a first-come, first-served basis for Internal Medicine Meeting 2019 attendees. Prew registrant is not required; 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?**
Here are a few suggestions:
- Supporters may place print or online advertisements in the Annals of Internal Medicine, ACP Internist, Internal Medicine Meeting 2019 News, and ACP Hospitalist.
- Information regarding advertising is available by contacting Kevin Bolum at 215-351-2440 or kbolum@acponline.org.
- The Onsite Industry Guide is an attendee favorite in planning day-to-day meeting activities.
- The ACP Literature Bag will be distributed at the entrances of the Exhibit Hall. The literature bag offers a high-visibility opportunity to distribute promotional pieces and Innovation Theater invitations directly into the hands of attendees.
- Information regarding advertising in the Onsite Industry Guide and the Literature Bag is available by contacting Nan Blunk at nblunk@tristarpub.com.

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