



PRODUCT THEATER APPLICATION & CONTRACT
APNA 36TH ANNUAL CONFERENCE
LONG BEACH CONVENTION CENTER | LONG BEACH, CA
OCTOBER 19-22, 2022

About the Conference

The APNA Annual Conference is the premiere event for psychiatric nursing. The conference features continuing education specific to psychiatric nursing for registered nurses and advanced practice registered nurses. The APNA Annual Conference attracts 1,200-2,000* attendees who influence or deliver care to patients across the lifespan and in a variety of settings – including outpatient, community, inpatient hospital, and academic settings. This program will be offered in-person with virtual components pending CDC and state safety guidelines and requirements.**

**This number is an estimate and subject to change. APNA strongly encourages the sponsoring company to request registration numbers frequently to stay current with registration projections.*

***The meeting format is subject to change.*

Product Theater Information

Information	Product Theaters are promotional and may concentrate on a specific product, medication, or disease state. Due to the promotional aspect of these sessions, continuing education contact hours are not provided. The sponsoring company must appoint a speaker who will present content related to the company's products and/or services. Product Theaters are exclusive, unopposed presentations with an average attendance of 250-750.
Fees	Breakfast: \$55,000 Lunch: \$85,000* Dinner: \$75,000 *Lunch programs require an additional \$3,000 Audio Visual (AV) Leasing Fee.
Fee Inclusions	<ul style="list-style-type: none"> • Exclusive, unopposed timeframe • Meeting room in conference host city • Information posting about the Product Theater on the APNA website. • Two complimentary one-day conference registrations • One email invitation sent to conference registrants. HTML and text files must be sent to APNA for approval by August 25, 2022. • One tote bag insert from the sponsoring company. Tote bag insert must be sent to APNA for approval by September 8, 2022 and be no larger than 8 ½" x 11". • Conference attendee list (no email addresses)

Available Dates/Times

Breakfast	Thursday, October 20	7:30am - 8:30am
	Friday, October 21	7:30am - 8:30am
	Saturday, October 22	7:30am - 8:30am
Lunch	Wednesday, October 19	12:50pm - 1:50pm
	Thursday, October 20	1:45pm - 2:45pm
	Friday, October 21	1:30pm - 2:30pm
Dinner	Wednesday, October 19	8:30pm - 9:30pm
	Friday, October 21	8:15pm - 9:15pm

Schedule is subject to change.

Product Theater Guidelines and Regulations

1. **Application and Approval:** Completed application and full payment must be received by April 21, 2022. Applications will be reviewed and approved by APNA in the order received, to ensure information is suitable for attendees. Product Theater date/time will be assigned on a first come, first-served basis after completed application and full payment have been received. Acceptance will be sent via email within one week of receipt and will include assigned date/time. APNA will continue to accept applications after April 21, 2022, if openings remain. ***This is an application only, date/time preferences are not guaranteed.***
2. **Cancellation Policy:** Written cancellation must be received before May 26, 2022, to receive a refund less a \$1,000 administrative fee. No refunds for cancellations received after May 26, 2022. The meeting format is subject to change. Adjustment to the meeting format does not provide cause for cancellation and/or reimbursement.
3. **Logistics:** APNA will assign a meeting room for the Product Theater. Doors will open 30 min prior to start time. APNA will not provide an office or speaker ready room and will not provide onsite staffing or support. Attendance must be open to all APNA conference registrants. Hotel guest rooms are booked on a first-come, first served basis. There is no separate guest room block for staff of the Product Theater or Sponsor.
4. **Audio/Visual:** Lunch programs require a \$3,000 AV Leasing Fee payable to APNA. AV equipment includes (2) projectors and screens, (1) confidence monitor, (1) lavalier microphone, and (1) podium microphone. Additional equipment can be requested at the expense of the sponsoring company. APNA's contracted AV provider must be utilized for all AV needs.
5. **Meals & Gift Cards:** A meal may be provided to the in-person audience and a small gift card to the virtual audience. Meals and gift cards will be provided by APNA; thus, Sunshine Act reporting is not required.
6. **Additional Costs to Sponsor:**
 - Full management and related expenses of the Product Theater, including but not limited to all preconference logistical support, materials production and distribution, onsite program support and registration requirements, and post conference support. APNA does not provide logistical support or management.
 - Additional AV costs related to management, labor, equipment, etc. APNA's contracted AV provider must be utilized for all AV needs.
 - Any service outside of the listed "Fee Inclusions", including but not limited to telephone and internet services, additional technician services, modifications to APNA's meeting room sets (with prior approval from APNA), charges related to shipping, receiving, and delivery of materials. Product Theaters are an extension of the APNA exhibits program and must abide by rules/regulations at <https://www.apna.org/events/exhibits/rules-and-regulations/>.
7. **Marketing & Promotional Materials:** APNA must approve all promotional and marketing materials before distribution. The sponsor is responsible for collaboration with APNA to obtain material and document approval. The below APNA approved statements are required for all documents and materials distributed in connection with the Product Theater:
 - a. "The Product Theater content and the views expressed therein are those of the sponsor and not of APNA. The Product Theaters are a part of APNA's Exhibit Program. This program is not intended or eligible for nursing continuing professional development (NCPD) credits and does not meet guidelines governing NCPD. Attendance is accommodated on a first-come, first served basis."
 - b. The following statement must appear prominently on all printed materials (signage and handouts) used at the in-person program distributed in connection with the Product Theater: "Meal provided by APNA on a first-come, first-served basis."
 - c. One sign may be displayed at the in-person meeting on the day of the program. The sign may be placed outside of the meeting room at the time of the function. Signage for breakfast programs can be placed in the APNA registration area on the day prior to the function. No sign may be posted more than 24 hours prior to the program.
8. **Material Distribution:** All products and services discussed at the Annual Conference are required to be directly relatable to the APNA mission and of educational or professional value to registrants. Eligibility of potential sponsoring companies will be determined by APNA. Materials may not be distributed to conference registrants outside of the contracted timeslot.
9. **Changes to Materials:** After application acceptance, no changes will be permitted without written approval from APNA.
10. **Liability:** APNA will not be responsible for any loss, injury, damage claims or attorney's fees incurred by the sponsoring company and/or its associates in connection with the Product Theater. All program related staff must abide by facility guidelines.
11. **Time Allotment:** The time allotment is 60 minutes. Program cannot begin prior to the scheduled start time and must end by the designated time.
12. **Security:** Meeting and foyer areas will not be locked or secured. APNA will not be held accountable for loss or damage to the property of the sponsoring company related to the in-person meeting.
13. **Amendments:** APNA has authority to interpret and enforce all contractual items. Additionally, APNA will make contractual amendments or rules as needed to maintain a productive and educational environment. The meeting format is subject to change at the sole discretion of the APNA Executive Director.
14. **Agreement to Conditions:** All involved companies and parties with their employees agree to adhere to all conditions herein.



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Application Inclusions

The following information must be included with the completed application:

- Title of the Product Theater
- Agenda and a short description of the Product Theater
- The product and/or research being presented at the Product Theater
- A faculty disclosure(s)
- Faculty names and CV/Bio(s)

Company Information

Sponsoring Company _____

Company Name _____

Primary Contact _____ Title _____

Street _____

City _____ State _____ Zip _____

Email _____ Telephone _____

Payment Information

Payment Method Check Credit Card Payment Amount \$ _____

Name on Card _____ Credit Card Type _____

Card Number _____ Expiration Date (MM/YYYY) _____

Billing Address (If different from above) _____

Signature _____ Date _____

Written cancellations received prior to May 26, 2022, are subject to a \$500.00 administrative fee. No refunds provided after May 26, 2022. Full payment is required with completed application. Space will not be held without payment. Credit card or check payments from a U.S. bank, in U.S. dollars are accepted. Please make payable to APNA. Tax ID No. 22-2814679.

Product Theater Selection

Please rank your desired date/time 1-3 with 1 being your first choice. Finalization of conference schedule may require edits to Product Theater times. Selection is not guaranteed until a completed contract and full payment has been received by APNA.

Wednesday, October 19, 2022 ___ 12:50pm - 1:50pm ___ 8:30pm - 9:30pm

Thursday, October 20, 2022 ___ 7:30am - 8:30am ___ 1:45pm - 2:45pm

Friday, October 21, 2022 ___ 7:30am - 8:30am ___ 1:30pm - 2:30pm ___ 8:15pm - 9:15pm

Saturday, October 22, 2022 ___ 7:30am - 8:30am

By signing below, I, my company, and affiliated associates agree to all contractual obligations.

Signature _____ Date _____

**Send completed application and payment to:
 APNA, Attn: Denise Stone, 3141 Fairview Park Drive, Suite 625, Falls Church, VA 22042
 or via email to Denise Stone at dstone@apna.org**