

AMERICAN ACADEMY OF PEDIATRICS 2011 NATIONAL CONFERENCE & EXHIBITION

NEW

PRODUCT THEATERS

The American Academy of Pediatrics is pleased to announce a new opportunity to educate attendees about your products and services. Two product theater concepts will be positioned strategically on the exhibit floor during peak, non-competitive, and high traffic times.



BOSTON, MASSACHUSETTS
BOSTON CONVENTION & EXHIBITION CENTER

www.AAPexperieNCE.org

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

experience
American Academy of Pediatrics
National Conference & Exhibition **11**

Interactive Learning Circle:

This “in-the-round” theater will allow attendees to walk up and be engaged in an interactive presentation from all angles of the stage. Flat screen monitors will be placed around the stage to allow attendees to view your graphics and presentation. We encourage the presentation to involve the attendee and create an interactive platform. Each presenter will have a 15 minute time slot with which attendees can freely walk up to learn about the product/services.



» \$5,000 per 15 minute session

** Interactive Learning Circle may not provide CME.

Included with the Interactive Learning Circle:

Promotion:

- Onsite Final Program (if committed before print date)
- Online at AAPexperieNCE.org, conference website
- Exhibit Guide (if committed before print date)
- Onsite information screen(s) located at the convention center
- Exhibit hall entrance unit
- Agenda will be included in doctor hotel door drop bags delivered to all attendees
- Agenda will be distributed in the tote bag (provided to every attendee at registration)

Equipment:

- (4) flat screen monitors
- Sound system
- Wireless lapel and handheld microphone
- Computer on a stand

Please note: companies/organizations are welcome to bring their lead retrieval from their exhibiting booth to track leads during the presentation.

Interactive Learning Circle Time Slots:

Saturday, October 15, 2011	Sunday, October 16, 2011	Monday, October 17, 2011
12:30pm – 12:45pm	12:30pm – 12:45pm	12:30pm – 12:45pm
1:00pm – 1:15pm	1:00pm – 1:15pm	1:00pm – 1:15pm
1:30pm – 1:45pm	1:30pm – 1:45pm	1:30pm – 1:45pm

Innovative Education Theater:

This theater will be set with a stage and seating for 100 people (with room for attendees to stand). Each presenter will have a 30 minute time slot to educate attendees about their product/services.

» **\$12,000 per 30 minute session**

*** Innovative Education Theater may not provide CME.*



Included with the Innovative Education Theater:

Promotion:

- Onsite Final Program (if committed before print date)
- Online at AAPexperieNCE.org, conference website
- Exhibit Guide (if committed before print date)
- Onsite information screen(s) located at the convention center
- Exhibit hall entrance unit
- Agenda will be included in doctor hotel door drop bags delivered to all attendees
- Agenda will be distributed in the tote bag (provided to every attendee at registration)

Equipment:

- Theater seating for 100 people
- Complete audio visual package
- Option to add (at an additional cost) food & beverage coupons for concessions in the Boston Convention & Exhibition Center
- Lead retrieval

Innovative Education Theater Time Slots:

Saturday, October 15, 2011	Sunday, October 16, 2011	Monday, October 17, 2011
12:30pm – 1:00pm	12:30pm – 1:00pm	12:30pm – 1:00pm
1:15pm – 1:45pm	1:15pm – 1:45pm	1:15pm – 1:45pm



PRODUCT THEATER APPLICATION

2011 AAP NATIONAL CONFERENCE & EXHIBITION, BOSTON, MA
BOSTON CONVENTION & EXHIBITION CENTER
OCTOBER 15 – 18, 2011

Please check here to apply for:

- Interactive Learning Circle**
- Innovative Education Theater**

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Key Contact for Product Theater:

Company/Organization Name: _____

Key Contact and Title: _____

Address: _____

City/State/Postal Code/Country: _____

Telephone: _____ Ext. _____

E-mail: _____

Please be sure to include the following:

- Application
- Submission of content, to include schedule of presentation
- Speaker contact information and credentials

An invoice will be sent to the key contact once the product theater is approved.

Signature _____ Date: _____

Guidelines

Continuing Medical Education:

Continuing Medical Education (CME) credit may not be offered by companies/organizations for their educational presentation.

Submission and scheduling process:

All presentations will be reviewed by the AAP before being accepted. Upon acceptance, time slots will be provided on a first-come, first-served basis. Submissions should be sent to:

Eva Fujino, AAP Exhibits Manager, efujino@aap.org or

American Academy of Pediatrics

Attn. Eva Fujino

141 Northwest Point Blvd

Elk Grove Village, IL 60007

Cancellation:

All cancellations must be received in writing. An accepted submission for product theater must cancel on or before June 1, 2011. Cancellations after June 1, 2011 but before July 15, 2011 are entitled to a 50% refund. Cancellations on or after July 16, 2011 will not be entitled to refund.

Questions?

Please direct product theater questions to Eva Fujino, AAP Exhibits Manager, efujino@aap.org or 847-434-7885.

*** In order to use an AAP product theater, companies must be a 2011 AAP exhibitor.*