

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



AAP experience

National Conference & Exhibition

October 20 – 23, 2012 | New Orleans

Product Theater

The American Academy of Pediatrics invites you to take advantage of the opportunity to educate attendees about your products and services. Two product theaters will be positioned strategically on the exhibit floor during peak, non-compete, and high traffic times.



AAPexperience.org

Innovative Education Product 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.

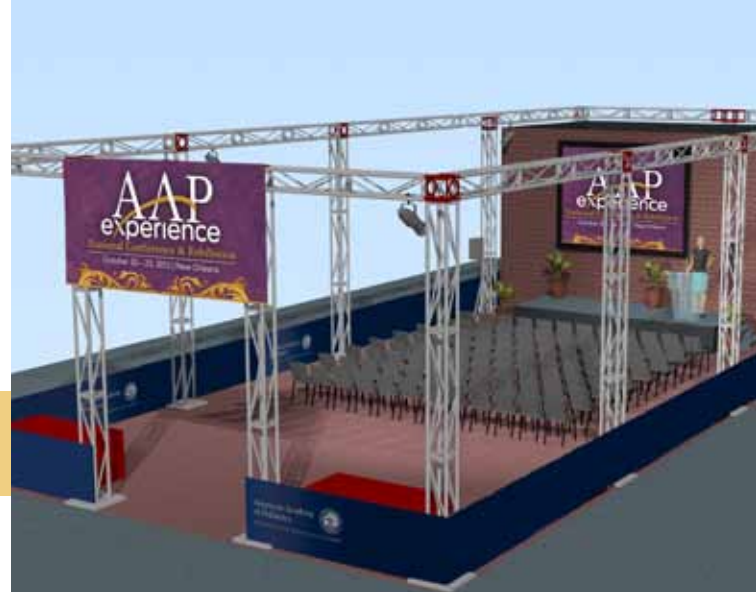
Included with the Innovative Education Product Theater:

Promotion:

- Onsite Final Program (promotion of product theaters)
- Online at AAPexperieNCE.org, conference website
- Exhibit Guide Dailies (if committed before print date)
- Exhibit hall entrance unit
- Agenda will be distributed with 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 Ernest N. Morial Convention Center
- Lead retrieval



Innovative Education Product Theater Time Slots:

Saturday, October 20, 2012

12:30pm – 1:00pm

1:15pm – 1:45pm

Sunday, October 21, 2012

12:30pm – 1:00pm

1:15pm – 1:45pm

Monday, October 22, 2012

12:30pm – 1:00pm

1:15pm – 1:45pm

PRODUCT THEATER APPLICATION

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, 2012. Cancellations after June 1, 2012 but before July 16, 2012 are entitled to a 50% refund. Cancellations on or after July 17, 2012 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 2012 AAP exhibitor.