

aapm&r

ANNUAL ASSEMBLY 2018

OCTOBER 25-28 | ORLANDO, FL

Lunch & Learns *and* Educational Forums 2018



AAPM&R

is the one place to collectively reach psychiatrists
and contribute to their focus of restoring
patients to maximum function.

Special Opportunities

Consider the following ways to promote your event:

Marketing Package A:

Door Drop
Ad in Playbill
Pre-Show Mailing List
\$85,000

Marketing Package B:

Door Drop
Ad in Playbill
Full Page Ad in
Official Program
Pre-Show Mailing List
\$88,500

For more information,
contact:

**Janice Hurlbert at
Conventus Media**

jhurlbert@conventusmedia.com

Office:
(978) 777-8870 x 3

Cell:
(978) 578-8843

Lunch & Learns

are 60-minute sessions are an ideal opportunity for an exhibiting company to deliver a presentation on patient education, specific products, disease states and therapeutic areas.

Lunch & Learn Slots

Thursday, Oct. 25

Lunch
12:45 pm – 1:45 pm
\$75,000

Friday, Oct. 26

Lunch
12:45 pm – 1:45 pm
\$75,000

Saturday, Oct. 27

Lunch
11:30 am – 12:30 pm
\$75,000

Lunch & Learns Included in Fee: (Not Forums)

- ❖ Set for **175** attendees
- ❖ LCD Projector, Screen, Podium with microphone (1), MIC Q&A (1)
- ❖ Posting on the AAPM&R website, Playbill and *Official Program*
- ❖ Food and beverage will be provided by AAPM&R for all attendees located directly outside the Lunch & Learn Presentations
- ❖ Host will be allowed access to the room 60 minutes prior to Lunch & Learn Presentations and 30 minutes after
- ❖ Host will be allowed to set up one (1) poster outside the room no earlier than one hour prior
- ❖ Additional signage and placement is subject to approval from AAPM&R
- ❖ AV technician during Lunch & Learn Presentations
- ❖ Badge Scanner

Educational Forums

are set for 40 attendees in an open theater on the show floor and allow for a 20 minute presentation.

Educational Forum Slots

Thursday, Oct. 25

5 pm – 5:20 pm
6 pm – 6:20 pm
\$12,500

Friday, Oct. 26

9:30 am – 9:50 am
3:20 pm – 3:45 m
\$12,500

Saturday, Oct. 27

9:30 am – 9:50 am
\$12,500

**Times are subject to change*

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Scheduling

The signed application must be received before time slot can be assigned. Applications without a signature will not be processed. By signing, individuals acting as an agent of their company have read, understood and agree to be bound by any and all such conditions and regulations. This individual accepts responsibility for informing all the employees, speaker(s), and activity organizers of these conditions and for ensuring that they will abide by them fully. This individual further accepts responsibility for penalties, which may be assessed upon violation of these conditions, as well as understands the implications associated with the cancellation of an event.

Signature/Review

Send applications and supporting materials to Janice Hurlbert, Conventus Media, at jhurlbert@conventusmedia.com, or fax to (866) 334-4219. Applications should be received by July 1, 2018 to allow time for approval and ensure inclusion in the Annual Assembly **Official Program**. Upon approval of this application AAPM&R staff will assign space. Payments must be made within 30 days of approval notification. If the fee is not paid by the deadline specified, the application will be forfeited and the opportunity will be given to the next applicant (in priority order). For questions, call Janice at (978) 777-8870 x3 (Office) or (978) 578-8843 (cell).

Cancellation Policy

Written notification of cancellation must be received by AAPM&R. This contract is binding once signed.

Approval Granted: (internal use only)

AAPM&R AUTHORIZING SIGNATURE

DATE

LUNCH & LEARN PRESENTATIONS AND EDUCATIONAL FORUMS APPLICATIONS

This application must be completed by an organization planning to hold a Lunch & Learn Presentation or Educational Forum during the AAPM&R 2018 Annual Assembly. No continuing medical education credit can be offered. Organizations must complete this application and adhere to the Lunch & Learn Presentation and Educational Forum Guidelines within. This application will be reviewed by the Academy leadership. Once approved, any changes must be communicated to AAPM&R in writing.

Company Information

Company _____

Contact Name: _____

Address: _____

City: _____

State: _____ Zip: _____ Country _____

Phone: _____

Email: _____

Lunch & Learn Presentations/Educational Forum

Title Of Program: _____ DATE _____ TIME OF DAY _____

1st Choice: _____
DATE _____ TIME OF DAY _____

2nd Choice: _____
DATE _____ TIME OF DAY _____

Marketing Packages for Lunch and Learns

☐ Marketing Plan A: \$85,000

Lunch & Learn Presentation, Hotel Door Drop, Ad in Playbill, Pre-show Mailing List

☐ Marketing Plan B: \$88,500

Lunch & Learn Presentation, Hotel Door Drop, Ad in Playbill, Full Page Ad in *Official Program*, Pre-show Mailing List

Additional options in lieu of Marketing Packages:

☐ Hotel Door Drop: \$8,000 ☐ Mailing List: \$1,000

☐ 1/2 page Ad in *Official Program*: \$2,300

☐ Full Page in *Official Program*: \$3,200

Signature

SIGNATURE OF AUTHORIZED EXHIBITOR AGENT

Please complete the Program Information details on the following page and submit with the application. This information will be used in Academy publications (if submitted by publications deadlines).

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Presenters

Please Note: Academy policy does not permit any members of the Boards of Governors, the executive director, editor-in-chief, 5 Council chairs, or the chair of the Program Planning Committee to participate in any Satellite Symposia, or marketing presentations, including Lunch & Learn Presentations and Educational Forums at the Annual Assembly, in any role besides that of an attendee who receives honoraria or reimbursement.

Please list all presenters:

Presenter: _____

NAME AND DESIGNATIONS (e.g., DO, MD)

Email: _____

Presenter: _____

NAME AND DESIGNATIONS (e.g., DO, MD)

Email: _____

Please notify AAPM&R if any presenters will require a ramp or riser so that arrangements can be made in advance.

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American Academy of
Physical Medicine and Rehabilitation

Approval Granted: (internal use only)

AAPM&R AUTHORIZING SIGNATURE

DATE

LUNCH & LEARN PRESENTATIONS AND EDUCATIONAL FORUMS APPLICATIONS

AAPM&R requires all Lunch & Learn Presentation or Educational Forum supporters to complete their Learning Objectives to be reviewed by AAPM&R.

Please provide the following and submit with this application. This information will be used in Academy publications (if submitted and by publication deadlines).

Overall Objectives

Description

Please provide a written summary of the submission content. Be specific, indicate target audience.

Outline

Please provide an agenda for the event. The Presentation may not run longer than the time allowed. Please provide copy for web and print use. Events held in private rooms are allotted a 225-word count description. Educational Forums held in theaters on the show floor are allotted a 100-word count description. AAPM&R has the right to modify copy.

LUNCH & LEARN PRESENTATIONS AND EDUCATIONAL FORUMS GUIDELINES

Thank you for your interest in hosting a Lunch & Learn Presentation and/or Educational Forum at the AAPM&R Annual Assembly. These guidelines and regulations are in place to comply with various internal and external policies to which AAPM&R adheres.

AAPM&R informs attendees about the Lunch & Learn Presentations and Educational Forums in the following ways:

- Information will be included on the Academy's website
- Information will be included in the Preliminary and *Official Programs* of the Annual Assembly (if approved by publication deadlines).
- The following standard AV equipment is included for Lunch & Learn Presentations only:
 - LCD projector
 - screen
 - podium with microphone
 - 1 hand held, wireless audience microphone
 - AV Technician
 - Badge Scanner
- Food and beverage is provided by AAPM&R for all attendees.
- The following is included in fee for Educational Forums:
 - Room set
 - Basic AV*

*Any equipment needed beyond what is listed should be arranged by the host company through our preferred AV vendor. AAPM&R will provide host with contact information.

Guidelines

- AAPM&R will set the room. Changes to the room set may result in a \$5,000 administration fee.
- If host chooses to use outside vendor for AV, a \$2,000 administrative fee may apply. Note: Restrictions and additional charges may apply.
- AAPM&R asks that host company notifies Academy if speakers will require a ramp, riser, etc. so that arrangements may be made in advance.

Eligibility

Organizations must meet the following criteria and be aware of these deadlines in order to be considered and accepted for participation in a Lunch & Learn Presentation or Educational Forum:

- Must be a contracted/paid exhibitor for the AAPM&R 2018 Annual Assembly.
- Must submit a completed application for review and approval.
- All materials to be distributed to attendees, including Power-point slides, must be submitted to AAPM&R by August 1, 2018 for Academy approval. Once approved you are responsible for duplication and distribution to event attendees.
- Please allow 1 week for review and approvals.

Application Process

- The signed application must be received before a time slot can be assigned. Applications without a signature will not be processed. Spots are assigned on a first-come, first-served basis. In order to help maximize the experience for Lunch & Learn Presentations hosts and attendees, the Academy reserves the right to limit competing topics/products in similar time slots.
- AAPM&R desires a successful experience for the Lunch & Learn Presentation hosts and will inform attendees of the Lunch & Learn Presentations in the Preliminary and Official Programs (if published deadline dates are met); however the hosts are ultimately responsible for attendance and are encouraged to advertise, rent attendee mailing lists, etc.
- Applications for the Lunch & Learn Presentations must be received by June 15th, 2018. The fee must be paid in full within 30 days of receiving approval notification from AAPM&R. If the fee is not paid by the deadline specified, the application will be forfeited, and the opportunity will be given to the next applicant (in priority order).

Policies and Regulations

Presenters are responsible for content and agree to abide by all legal parameters and provide proper disclosures when appropriate.

Once the application has been submitted, the organization will be contacted via email regarding the receipt of the application. Confirmation letters will be sent upon approval with a counter signed copy of the application. Once payment is received, the contact information for the on-site logistical arrangements will be provided.

After the program is approved, any revisions to the event's content, faculty, and format must be communicated to AAPM&R in writing. In the event that final approval is not granted, AAPM&R will not be responsible for canceling any prior arrangements made by the requesting organization in connection with or in advance of the event. In addition, AAPM&R is not responsible for any costs incurred for the event itself.

Written notification of cancellation must be received by AAPM&R. The organization shall remain liable to AAPM&R for the total fee for the cancellation.

AAPM&R does not endorse or promote any products or services related to Lunch & Learn Presentations & Educational Forums. There can be no implication in any promotional materials, hand-outs, or enduring materials that they are planned, sponsored by, or endorsed by AAPM&R. The use of AAPM&R logo name, Annual Assembly artwork or any representations thereof shall be only at the express written consent of show management.

All promotional materials associated with Lunch & Learn Presentations and Educational Forums must be reviewed and approved by AAPM&R prior to distribution.



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jhurlbert@conventusmedia.com, or (978) 578-8843.