



PRODUCT THEATER OPPORTUNITIES

Host a face-to-face Product Theater at AGS22!

This is a great opportunity to showcase and get immediate feedback on your company's products and services, increase your visibility at the meeting, and gain access to primary care providers that are in key decision-making roles.

Product Theater fees are \$20,000 and include:

- Function space inside the Exhibit Hall - set in rounds for maximum seating of 100
- One-time use of the pre-registration mailing list for marketing purposes (valued at over \$500) *Mailing piece must be approved by the AGS Program Committee.*
- A raised stage with a head table for 3 and a podium
- On-Site Signage strategically placed in conference areas as allowed by the facility
- Email blast to pre-registered attendees within three weeks of the meeting date
- Lead retrieval for capturing attendance

GUIDELINES:

Companies interested in hosting a Product Theater must complete and submit the product theater application by **February 17, 2022**. Product Theaters must present new and relevant information with significance to geriatrics and of importance to an interprofessional audience. Applications will be reviewed by AGS Annual Meeting Program Director to ensure that promotional programs are suitable for the AGS attendees.

Product Theater slots will be assigned on a first-come, first-served basis. Priority is offered to repeat hosts. **All companies hosting a product theater are also required to exhibit at the meeting where the product theater is being held.** Only one product theater slot will be assigned per company. **Continuing education credit will not be offered for these promotional programs.**

NO IMPLIED ENDORSEMENT

Product Theaters are considered unofficial programs (not supported by the AGS), therefore, there can be no implication in any promotional materials, mailers, or during these events, that sessions are connected with the AGS 2022 Annual Scientific Meeting, are presented in cooperation with AGS, or are endorsed by AGS. There is just one exception to this rule, which is included in the "Pre-registrant List" section below. Otherwise, the use of "AGS 2022 Annual Meeting" 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 AGS 2022 Annual Meeting Education Program and does not offer CME credit."** The use of the AGS name, logo, or seal is strictly prohibited from all promotional materials. Faculty should be informed of these restrictions.

PRE-REGISTRANT LIST

The mailer must be approved by the AGS Program Committee and comply with policies as outlined in the Registrant List Use Agreement, Policies, and Order Form.

- Pre-registrant mailers are the only promotional materials in which a phrase such as “presented during the AGS 2022 Annual Meeting” is allowed.
- The pre-registrant mailer must include the following statement: “This session is not a part of the official AGS 2022 Annual Meeting Education Program and does not offer CME credit.”

PRODUCT THEATER TIME SLOTS

Thursday, May 12, 2022
12:45 pm – 1:30 pm

Friday, May 13, 2022
12:45 pm -1:30 pm

Contact Denise McAlpin to reserve your time slot today at dmcalpin@americangeriatrics.org

PRODUCT THEATER AGREEMENT

NAME OF ORGANIZATION HOSTING THE PRODUCT THEATER:

TITLE OF PRODUCT THEATER:

CONTACT INFORMATION FOR THE PERSON ORGANIZING THE PRODUCT THEATER:

(please notify the AGS if/when the contact person changes)

Full Name: _____

Title: _____

Address: _____

Phone: _____

Email: _____

PROGRAM DESCRIPTION

1. Description of the Product Theater

provide an outline of the product or service to be presented. include:

- Name of the Host company

- Significance to geriatrics / Relevance to an interprofessional audience

- The learning objectives - describe what attendees should expect to learn

1. _____

2. _____

3. _____

4. _____

SPEAKER DETAILS

Speaker 1 (Name, Degrees, Title, City and State):

Speaker 1 Bio

Speaker 2 (Name, Degrees, Title, City and State):

Speaker 2 Bio:

Speaker 3 (Name, Degrees, Title, City and State):

Speaker 3 Bio:

TIME SLOTS: Please indicate your preferred time slot below

Thursday, May 12, 2022
___ **12:45 pm - 1:30 pm**

Friday, MAY 13, 2022
___ **12:45 pm – 1:30 pm**

I certify that this application is complete and understand the fees and guidelines related to hosting a Product Theater at AGS22.

Print Name: _____

Title: _____

Signature: _____ Date: _____

Return completed applications to Denise McAlpin at: dmcalpin@americangeriatrics.org