

APPLICATION AND CONTRACT FOR PRODUCT THEATER

ANESTHESIOLOGY® 2017

Meeting Dates: October 21-25, 2017

Exhibit Dates: October 21-23, 2017

Boston Convention & Exhibition Center ~ Boston, Massachusetts

Click Here to
Submit Via Email



Contact Information *(In order to use the product theater, companies must be an ANESTHESIOLOGY 2017 annual meeting exhibitor)*

Company Name.....Booth Number.....

Contact..... Title.....

Tel..... Email.....

Address.....

City..... State..... Zip..... Country.....

Onsite Representative (if different from contact above).....

Presentation Information

Title of Presentation.....

Proposed Description/Agenda.....

Presenters (please include affiliations).....

Additional Planned Activities for Approval.....

Yes, marketing materials will be produced. *(ASA® requires review of all marketing materials prior to production and distribution)*

Product Theater Fees \$27,000 (noon sessions) \$20,000 (1:30 p.m. sessions)

(Fee includes theater seating for 100 people, a/v package with 1 lectern, 1 lavalier microphone, a projector and screen, a lead retrieval device, 4 complimentary exhibitor badges, and an announcement at the start of product theater session.)

Enhanced Fees *(Additional Fee. Call 800-564-4220 for details.)* \$3,750 (noon sessions) \$1,500 (1:30 p.m. sessions)

Dates and Times Saturday, October 21 noon - 12:45 p.m. 1:30 p.m. – 2:15 p.m.
Sunday, October 22 noon - 12:45 p.m. 1:30 p.m. – 2:15 p.m.

Payment Information		Cancellation Penalties	
Initials	Deposit and Payment Schedule	Cancellation Penalties	Initials
	December 23, 2016...50% due for applications submitted prior to December 23, 2016	Through December 22, 2016...0%	
	December 23, 2016 – June 22, 2017...50% due with application	December 23, 2016 – June 22, 2017...50%	
	After June 22, 2017...100% due with application	After June 22, 2017...100%	
ASA requires payment in full no later than June 23, 2017. Failure to make payments does not release the contracted or financial obligation of Exhibitor.		ASA reserves the right at any time to cancel the Product Theater due to low interest or insufficient participation by companies or organizations. If cancelled for this reason, any payments made toward the product theater presentations will be fully refunded.	

Make checks payable to: American Society of Anesthesiologists®

Mail payments to:
ASA® Exposition Mgmt., c/o SPARGO, Inc.
11208 Waples Mill Road, Suite 112 ♦ Fairfax, VA 22030
Tel: 800-564-4220 ♦ Fax: 703-563-2691
Email: exhibitcontracts@spargo.com

Credit Card Payment

Visa MasterCard American Express

Card Number: _____ Amount: \$ _____

Exp. Date: _____ Name on Card: _____ Signature: _____

Card Billing Address: _____

I acknowledge that as an authorized representative of the above stated Exhibitor, I have received, reviewed, and agree that Exhibitor will comply with the *Qualifications and Terms*. Exhibitor agrees to receive all written and electronic correspondence from ASA and SPARGO, Inc. in reference to the ANESTHESIOLOGY annual meeting and all future ASA events. This Product Theater application will become a contract upon Exhibitor's authorized signature and ASA's acceptance and approval.

Exhibitor Signature..... Date.....

Printed Name..... Telephone.....

PRODUCT THEATER

QUALIFICATIONS AND TERMS

As a condition of participation, any company/organization participating in the Product Theater must qualify for and abide by the following terms.

1. Product Theater presentations are considered promotional activities and must comply with the standards set for industry by the Food and Drug Administration (FDA).
2. Product Theater CANNOT offer continuing medical education (CME) to invitees or participants.
3. Product Theater presentations are only offered to companies/organizations currently participating as ANESTHESIOLOGY 2017 annual meeting exhibitors.
4. Qualified companies/organizations interested in the Product Theater must apply to ASA using the attached application form. The application must be complete, submitted by July 14, 2017, in order to be included in conference materials, and accompanied by payment as outlined on the attached application form.
5. ASA leadership (current elected officers of the Society and members of the Annual Meeting planning committees) and ASA staff may not participate in any Product Theater as faculty, hosts or in any other role besides that of an attendee who receives no honoraria or reimbursement. ASA staff will be assigned to monitor all presentations.
6. Space is limited. Once approved, times are assigned on a first-come, first-served basis. Any additional food, audio-visual, decorator fees, labor, etc. are the responsibility of the Product Theater host.
7. ASA will allow access to the product theater 30 minutes prior to the assigned time for set-up unless special arrangements are made with ASA Exposition Management.
8. All promotion, on-site materials and communication with the ANESTHESIOLOGY 2017 annual meeting attendees must be approved by ASA Exposition Management prior to distribution including any and all announcements, invitations or solicitations, envelopes, advertising, web content, etc., ASA Exposition Management requires five (5) business days for review/approval of materials. The presentation must be entitled "Product Theater" from [Insert Industry's Name]" and must be clearly promoted only as a product or service presentation. The presentation cannot be advertised as a CME program nor can CME credits be given by any accredited organization. There can be no implication – implied or otherwise – in any promotional materials or on-site materials indicating that the Product Theater is part of the ANESTHESIOLOGY 2017 annual meeting Education or Scientific programs and/or endorsed by the ASA. The Product Theater may be included in the ANESTHESIOLOGY 2017 annual meeting materials and on the ASA website. Company grants to ASA a limited, revocable license to use Company's Marks in association with the promotion of the Product Theater.
9. ASA will provide a complimentary registration list for the sole purpose of inviting attendees to the approved Product Theater. Any other use or storage of the registration list is strictly prohibited. The ANESTHESIOLOGY 2017 annual meeting registrants CANNOT be contacted by phone or email in an effort to invite or confirm their attendance. Use of the attendee list for anything other than the approved invitation will result in the loss of all exhibitor priority points accumulated to date.
10. ASA will provide four complimentary exhibitor badges to exhibitors purchasing the use of the Product Theater. A \$60 fee will be assessed for each badge produced over the complimentary allotment. No refunds will be issued for badges purchased but not used.

ASA RIGHTS

1. If a company or organization conducts a written or electronic evaluation of its event, ASA reserves the right to review such evaluations or a summary report of the evaluations.
2. ASA reserves the right to evaluate any and all presentations by requesting attendees to complete additional evaluation questions or survey either on-site at the event and/or following the event.
3. ASA reserves the right for its leadership and/or staff to attend any presentation for ASA evaluation purposes.
4. As a condition of participation, industry and organization representatives agree to observe all ASA policies and guidelines outlined in the document and other ASA publications. Violations of ASA policies and guidelines will be reviewed and sanctions may be applied.
5. ASA reserves the right to reject any application without cause. ASA may also cancel a presentation if the company or organization fails to comply with the terms of this Agreement at ASA's sole discretion or if the company misrepresents the presentation in any way at ASA's sole discretion.
6. ASA reserves the right at any time to cancel the Product Theater due to low interest or insufficient participation by companies or organizations. If cancelled for this reason, any payments made toward the Product Theater presentation will be fully refunded.
7. ASA reserves the right to amend the qualifications and terms at any time at its sole discretion, and company agrees to abide by such changes upon notification.

CONTACT INFORMATION

For more information, contact:

Craig Baker or Kristin Hudson at (703) 631-6200 or asaexhibits@spargoinc.com.