



Product Theaters

Product Theaters provide an opportunity for commercial organizations to present information to PENS Conference Attendees about their product or services or therapeutic areas in relation to endocrine. The material presented in Product Theaters may be promotional and may concentrate on a specific product. **Therefore, these sessions are considered promotional and may not offer continuing nursing education credit.** PENS will offer six sessions for 20 minutes each.

Eligibility

Organizations are required to be exhibitors at the PENS National Conference in order to sponsor a Product Theater. Sponsorship of a Product Theater is not connected with any of PENS conference sponsorships and may not be reflected as such by the company conducting the Product Theater.

Requirements for Product Theaters

Product Theaters are considered promotional activities and must be conducted in accordance with all applicable federal, state and local laws, as well as all applicable standards and guidelines, including, but not limited to, applicable FDA regulations and other established standards and codes. Continuing education credit may not be offered for Product Theaters.

The sponsor or the sponsor's designated third-party meeting planning organization is responsible for all aspects associated with the planning, promotion, and management of the Product Theater and for payment of all additional costs related to the Product Theater, including but not limited to additional audiovisual equipment, electrical services, and labor.

Application Process

Product Theaters may only be conducted upon approval by PENS. Companies wishing to sponsor a Product Theater should contact Caitlin Arnold, PENS Meeting Manager, carnold@kellencompany.com.

An application will be provided via email upon request and must be returned with a non-refundable, 50% deposit to be considered. Applications are processed on a first-come, first-served basis. Space is limited for this activity, therefore, a slot cannot be held without a deposit.

Applications will be accepted from meeting planning or other third-party companies only if accompanied by a letter on the sponsor's letterhead confirming sponsorship of the Product Theater and authorizing the company to act on the sponsor's behalf.

Full payment of the fee must be received within thirty (30) days of receipt of approval of the application or the Product Theater will be considered to be cancelled and space will be released to another sponsor. Upon receipt of the completed application, PENS will notify the sponsor of acceptance of the application and will provide the assigned date, time, and location for the Product Theater.

Fees

The fee to conduct a Product Theater is \$2,500 (per 20 minute program includes set up time) for exhibitors. Only exhibitors may participate in the program.

Schedule

Product Theaters will be conducted, during times that do not conflict with PENS programming and exhibits, according to the schedule below. For April 2017, there are a total of four (4) slots, each for a 20-minute period. All Product Theaters will be held near the trade show floor in a designated area or room. All space and time slots will be scheduled by PENS. Applications will be processed on a first-come, first-served basis. Product Theaters will be set theater-style for 50 people.

Permissible Times

Slot 1	Thursday, May 17, 2018	12:40 pm – 1:00 pm
Slot 2	Thursday, May 17, 2018	1:10 pm – 1:30 pm
Slot 3	Thursday, May 17, 2018	1:40 pm – 2:00 pm
Slot 4	Thursday, May 17, 2018	5:40 pm – 6:00 pm

Each company may only apply for one slot; if slots are not filled by the deadline date, companies will be notified on a first-come, first-served basis to conduct an additional session at the advertised fees.

Audio Visual

PENS will provide a speakers' table with 4 chairs, a registration table with 2 chairs, a wired lavalier microphone, a projector screen sized appropriate for the space, LCD projector, and an extension cord at the speaker's table. Additional microphones and computers may be added to the existing AV set at the activity organizer's own expense. Additional AV can be ordered through PENS' AV company, you can request this information by emailing Rob Olis at rob@visualfxav.com. While providing a screen and LCD projector, we are not providing a laptop for this area, you must bring your own or secure one from the AV company.

Promotion of Product Theaters

A one-time use of the PENS meeting registrant mailing list [Excel] is included in the cost of the Product Theater. Mailing lists will be provided by PENS within one week after the first deadline for early registration. Email addresses will not be included.

A link to an information page (created by your company) from our conference website is included in the cost.

All materials intended to promote Product Theaters, including websites, promotional brochures, invitations, signage, and other materials must be approved by PENS prior to release and distribution. Because changes may be required, it is strongly recommended that review and approval by PENS occur before printing or production of the materials.

All approved promotional, marketing, and other materials used in conjunction with the Product Theaters must contain the following statement in a prominent type size and location on the materials:

"This promotional activity is provided by (company) and is not certified for continuing education credit. The content of this Product Theater and opinions expressed by presenters are those of the sponsor or presenters and not of the Pediatric Endocrinology Nursing Society."

PENS will not be responsible for any other advertisement of the product theaters other than what is specified herein. There will be no announcement made on-site by PENS Staff nor will PENS Staff direct attendees to the product theater sessions. Participating companies are responsible for inviting and attracting PENS attendees through the use of personal invitations prior and during the conference.

If pre-registering attendees, printed material must also indicate that pre-registration is for planning purposes only and seating will be available on a first come, first-served basis.

No other phrase or reference to PENS or the PENS National Conference is permitted on Product Theater materials. The PENS logo or PENS meeting graphics may not be used on Product Theater materials. The words "education," "educational," or "symposium" may not be used in any presentation titles or on any Product Theater materials.

Additional advertising opportunities are available to promote Product Theaters.

Signs

One professionally produced sign, not to exceed 30" x 40", may be displayed outside the assigned meeting room. This sign is supplied by the sponsor. PENS does not permit the distribution or placement of presentation flyers or signs in any other area of the meeting hotel or the convention center, with the exception of the sponsor's exhibit booth. PENS reserves the right to remove and discard signs and flyers of any organization violating this policy. See "Promotion of Product Theaters" for additional copy guidelines.

Speakers

All speakers and moderators for Product Theaters must be registered for the PENS National Conference and must be wearing their PENS meeting badges in order to be admitted to the exhibit hall. The organization coordinating the Product Theater is responsible for ensuring all speakers and moderators are registered in advance of the session. A booth representative badge is available.

Changes/Withdrawals

Changes to assigned time slots must be requested in writing to Caitlin Arnold at carnold@kellencompany.com and will be accommodated only if the requested time slot is available. The timeslots noted above have been approved by PENS and may not be modified.

There will be no refunds for programs cancelled after April 14, 2018. For programs that are withdrawn by the sponsor before April 14, 2018, 50% of the fee will be nonrefundable and will be retained by PENS, and the balance returned to the sponsor.

Limitation of Liability

PENS will not be responsible for any loss, injury or damage incurred by a sponsor or its contractors and/or its agents in connection with a Product Theater. The sponsor expressly releases PENS from any and all claims, injury or damage arising from the content, behaviors or any other aspects of the Product Theater.

Additional Information

For questions or additional information, contact Caitlin Arnold at carnold@kellencompany.com or 913-222-8622.