

EXHIBITOR PRODUCT THEATRE

BOOKINGS ACCEPTED ON A FIRST COME, FIRST SERVED BASIS.

Application deadline: September 30, 2020

The Exhibitor Product Theatres have proven to be successful vehicles for exhibitors to showcase their products to a targeted audience in intimate settings on the show floor. These 60-minute commercial presentations offer the opportunity to highlight your product in an in-depth and exciting way to a targeted audience, with no continuing education approval process.

Location

- New location in exhibit area. See floor plan.

Room Set

- Theatre style, 280 max
- Lectern on stage
- Head table w/2 chairs

Entrance

- 8' x 30" registration/greeting table with two chairs provided outside entrance to room
- Placement of your proprietary sign
- Schedule sign provided by SABCS

A/V

- Microphone on lectern
- 2 lavalier microphones
- Wireless microphone & stand for audience questions
- Sound system
- 2 9' x 12' screens (pipe & drape)
- 2 LCD projectors (front projection) with digital interface for your computer

Catering

- SABCS/UT Health San Antonio provides all food and beverages to symposium attendees (beverages, box lunches and/or snacks)

Requirements

- Company is an exhibitor at SABCS
- Product is approved for target audience by appropriate regulatory agency
- Presentations made by trained KOL or company staff
- Speaker subject to approval by SABCS. SABCS faculty and invited speakers cannot be used; refer to program at sabcs.org
- Company supplies own meeting management staff

Presentation Schedule

Wednesday, December 9; Thursday, December 10; Friday, December 11

- 10:00 am – 11:00 am snacks & beverage service provided
- 12:00 pm – 1:00 pm box lunches & beverage service provided
- 2:00 pm – 3:00 pm snacks & beverage service provided
- 4:00 pm – 5:00 pm snacks & beverage service provided

Fee: \$25,000 per session

Items included in the Cost

- Access to lead retrieval using your own device for use during your time slot (company must supply staff to scan the badges).
- Signage outside of Theatre and throughout the meeting with scheduled listing.
- Complimentary one-time use of SABCS 2020 domestic pre-registrant mailing list.
- Freeman AV is the exclusive provider of audio-visual services. Expenses for additional services and additional electrical costs incurred are the responsibility of the sponsoring company.

Benefits of Participation

- Exclusive time dedicated to promoting your company's products.
- Ability to reach out to a new audience in an intimate environment.
- Increased visibility by having the presentation title, date, time and exhibitor name listed on the SABCS website, SABCS mobile app, SABCS program book.
- Announcement of the session through social media outlets.
- Complimentary one-time use of SABCS pre-registration mailing list.
- Product theatres will be listed on SABCS website and in the SABCS Program distributed to attendees.
- Your company will receive a free order of the SABCS 2020 domestic pre-registrant mailing list. Orders must be placed prior to **November 13. Fulfillment will be within 2 weeks of order.**
- Additional promotion of your Product Theatre is strongly recommended and is the sole responsibility of the sponsor.
- For information regarding door drops please contact Tom Marshall at Convention Communications tom@doordrop.com.

PRODUCT THEATRE APPLICATION

SUBMISSION DEADLINE: SEPTEMBER 30, 2020

If you wish to reserve more than 1 product theatre, please complete a form for each. Product theatre slots are \$25,000 each.

Company _____

Name of Company Representative _____ Title _____

Signature _____ Date _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Title of Product Theatre _____

Product/Research being discussed at Product Theatre _____

Presented by _____
(Company Representative)

Speaker(s) _____

PAYMENT

TIME SLOT(S) WILL BE CONFIRMED WHEN PAYMENT IS RECEIVED. PLEASE PAY PROMPTLY TO ENSURE YOUR PREFERRED SCHEDULE. PAYMENT CAN BE MADE BY EITHER CHECK OR WIRE TRANSFER. PAYMENT IS DUE 30 DAYS FROM DATE OF INVOICE.

There is a \$32 additional fee for wire transfer payments. Purchase orders or other documentation cannot be accepted in lieu of payment.

CANCELLATION POLICY

Refund less 10% if cancelled by October 1 · Refund less 75% if cancelled by October 7 · No refund for cancellations thereafter.

PREFERRED DATE AND TIME BOOKINGS ACCEPTED ON A FIRST COME, FIRST SERVED BASIS.

Please rank your preferred date and time, 1-5 with 1 being your first choice.

Wednesday, December 9	10:00 am SOLD	12:00 pm SOLD	2:00 pm SOLD	4:00 pm ____
Thursday, December 10	10:00 am SOLD	12:00 pm SOLD	2:00 pm SOLD	4:00 pm ____
Friday, December 11	10:00 am SOLD	12:00 pm SOLD	2:00 pm SOLD	4:00 pm ____

EMAIL THIS FORM TO sabcs@uthscsa.edu OR FAX TO 210-450-1560 BY SEPTEMBER 30, 2020.

Application and Payment Policy

- Application and payment are due by September 30, 2020.
- Spaces in the Exhibitor Product Theatre are assigned on a first-come, first-served basis.
- An application for the Exhibitor Product Theatre will be accepted from a third-party organization on behalf of an exhibiting company only if it is accompanied by a letter on the exhibitor's letterhead confirming exhibit space, participation in the Exhibitor Product Theatre and authorization that the third-party will act on its behalf.
- Once your application has been approved and your time slot has been confirmed, you will be invoiced.
- Payment is due within thirty (30) days of receipt of the invoice. **Failure to send payment will result in cancellation of your time slot.**

The following cancellation fees apply:

- Prior to October 1, 2020 – Full refund, less 10% for administrative fee
- Between October 2 – October 7, 2020 – 75% penalty of total cost
- After October 7, 2020 – 100% penalty of total cost

Theatre Presentation Rules and Regulations

- All presentations are limited to a maximum of 60 minutes in length. Each presentation is allotted a half hour prior to and a half hour post.
- All presentations must be in 16-9 format. Further details will be sent in confirmation letter.
- Participation is limited to a maximum of 280 participants.
- The exhibitor agrees to utilize the Exhibitor Product Theatre as a place for a promotional presentation or activity highlighting a product.
- Theatre presentations are permitted to be recorded; however, programs must be real time; no satellite or simultaneous broadcasts or otherwise non-live programming will be permitted.
- Exhibitors are permitted to hold one (1) Exhibitor Product Theatre during the SABCS Exhibits Show. Additional requests would depend upon availability and approval by SABCS.
- Exhibitor Product Theatre presentations are not eligible for CME.
- All attendees of Theatre presentations must hold an official SABCS supplied badge in either an exhibitor or other attendee category.
- Customers and clients are permitted to speak on behalf of exhibitor.
- In order to appear in printed publications, all final titles must be submitted and confirmed to the SABCS no later than **October 1, 2020.**
- All presentations are subject to approval by the SABCS Exhibits Committee. You will be notified if your proposed presentation requires modification.
- All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters and flyers) relating to the Exhibitor Product Theatre must be approved by SABCS **prior to printing or use.** Final versions of materials shall be submitted by the Theatre Participant for review and approval by SABCS on or before November 1, 2020. Submissions should be sent via email to sabcs@uthscsa.edu.
- The following statement must appear prominently on all handout materials or any printed materials distributed at the Exhibitor Product Theatre and on the title and ending slides displayed at the beginning and end of the Exhibitor Product Theatre presentation:

"This Exhibitor Product Theatre is a promotional activity and is not approved for continuing education credit. The content of this Exhibitor Product Theatre and opinions expressed by presenters are those of the sponsor or presenter and are not of the San Antonio Breast Cancer Symposium (SABCS)."

Cancellation and Liability Policy

- Exhibitors must take full responsibility for the number of attendees at their presentation. SABCS will provide marketing tools but the exhibitor should exercise additional marketing efforts in promoting their presentation to attendees.
- SABCS reserves the right to terminate an exhibitor's Exhibitor Product Theatre contract.
- Theatre space will be automatically cancelled upon cancellation of exhibit space. All cancellations must be submitted in writing; the official cancellation date will be recorded at the date of receipt.
- SABCS and the Henry B. Gonzalez Convention Center are not responsible for delays, damages, loss, increased costs or other unfavorable conditions which arise as a result of such termination.
- Exhibitors are liable for any damage caused to theatre floors, walls, columns, or to standard theatre furnishing and equipment or to other exhibitors' property. The contracted exhibitor is responsible for all personal and corporate property placed in the Theatre space.

Relocation of Theatre

- SABCS reserves the right to alter the size and location of the Exhibitor Product Theatre as shown on the official floor plan, if deemed necessary, at its sole discretion.

Signage

- SABCS will provide directional signs in the exhibit hall to the Exhibitor Product Theatre and one sign outside of the Exhibitor Product Theatre with a listing of all presentations for that day. Signage will be uniform in design and will be produced by the SABCS to include the presentation title, date, and time and exhibitor logo.
- Exhibitors may advertise the title, date, time and presenter of its presentation in their exhibit booth.
- Signage may only be placed outside the theatre beginning 30 minutes prior to the presentation.

For additional questions regarding the Exhibitor Product Theatres or to reserve your time slot, please contact the Exhibits Team at sabcs@uthscsa.edu.