

National Conference 2023 Expo Theater Guidelines and Supplement to the Sponsorship & Advertising Agreement Terms and Conditions

A. INTRODUCTION

These Expo Theater Guidelines and Supplement to the Sponsorship & Advertising Agreement Terms and Conditions (the "Guidelines") establish the general policies that apply to Expo Theaters held at National Conference 2023. These Guidelines are to be construed as part of the Sponsorship & Advertising Agreement Terms and Conditions for National Conference and as part of the Application and Contract for the Expo Theater.

B. ELIGIBILITY FOR EXPO THEATER

1. Only companies that have submitted online Exhibitor Agreements and have fully paid to be National Conference 2023 Exhibitors are eligible to secure and sponsor a Theater session.
2. Theater applicants must be in good standing with the AAFP. Any applicant with an outstanding balance with the AAFP must settle its balance before its Theater application will be considered.
3. If an accepted Theater applicant cancels or defaults on its Exhibitor Agreement or Sponsorship and Advertising Agreement for National Conference 2023, the contracted Theater session will be canceled, and 100% of the sponsorship fee will be forfeited.

C. EXPO THEATER SCHEDULE

1. Expo Theaters will be held in person.
2. The Expo Theater Sponsor is responsible for complying with the Expo Theater On-site Schedule.
3. Sessions will be held simultaneously during the following dates and times. AAFP will use commercially reasonable efforts to not have competing topics occur during the same time slot. Expo Theater sessions:
Thursday | 4:15 – 7:00 PM (Expo Theater General Learning Sessions)
Friday | 12:00 – 12:45 PM (Expo Theater Lunch Learning – Exclusive Session)
Friday | 2:30 – 4:45 PM (Expo Theater General Learning Sessions)

D. EXHIBIT HALL ACCESS

1. Access to the Exhibit Hall will be allowed during the following hours:
Thursday | 8:00 AM – 7:30 PM
Friday | 10:00 AM – 5:00 PM

E. EXPO THEATER ACCESS

1. Sponsor will have access to its designated Theater during the following timeframes:

15 minutes prior to Theater start time

Speaker(s) may prepare for their session with the AV tech (microphones, etc.).

45-minute Theater presentation time

Attendees will be permitted to enter as capacity allows, including standing room only.

Attendees will receive one set of headphones/earbuds & receiver as capacity allows.

Note: Out of respect for all National Conference programming, the presenter(s) may not exceed the allotted time (**Exception: If for any reason the session should start late, the program may run its full time allowed.**)

2. Dismantling: Theater Sponsor must remove all literature, materials, handouts, etc., from the Theater at the conclusion of the assigned Theater session time. Any conversations or other activities that exceed the scheduled session time should take place at the Sponsor's exhibit booth space. Any materials left after the conclusion of the session will be considered trash and disposed of accordingly.

F. EXPO THEATER SESSION ASSIGNMENT

1. Although AAFP will attempt to accommodate requests for specific Theater sessions dates and times, no guarantees can be made that an approved applicant will be assigned the specific date and time requested. AAFP reserves the right to reject any application at its sole discretion.

G. PRICING & PAYMENT

1. Pricing – the Expo Theater Lunch Learning - Exclusive sponsorship fee is \$14,000.
2. Pricing – the Expo Theater General Session sponsorship fee is \$9,500 per session.
3. Payment – After the application is approved and the Expo Theater is assigned a timeslot, payment is due upon submission of the online Sponsorship and Advertising Agreement

H. THEATER PRESENTATION GUIDELINES

1. Theater presentations are meant to highlight a new product or service or present information on the development of a product, such as data on a product. They should focus on the science/education relating to the development of a product/service of the Theater Sponsor, not just the product or service itself.
2. Theater presentations should be tasteful, appropriate, professional, and educational in nature.
3. Theater presentations should be no more than 45 minutes in length including any Q&A.
4. Theater Sponsors are not permitted to present any CME/CE educational symposia, sessions, or activities in the Theater. Theater Sponsors and all activities in the Theater must comply with all applicable laws and guidance, including U.S. Food and Drug Administration (FDA) laws, regulations, and guidelines, including those regarding industry-supported scientific and educational activities; the Council of Medical Specialty Societies (CMSS) Code for Interactions with Companies; the American Medical Association (AMA) Ethical Opinion on Gifts to Physicians; the PhRMA Code on Interactions with Health Care Professionals; the AdvaMed Code of Interactions with U.S. Health Care Professionals and the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers.
5. Each Theater Sponsor is solely responsible for the content of its presentation, including obtaining all appropriate intellectual property permissions and licenses for slides and other materials that will be presented or distributed.

I. LOCATION OF THEATER

The Expo Theaters are located in the Exhibit Hall. AAFP reserves the right to alter the in-person location of the Theaters at any time.

J. REGISTRATION & ADMISSION OF ATTENDEES

1. Attendee Admission
 - i. All attendees of Theater presentations must be registered attendees of the AAFP National Conference.
 - ii. Attendee pre-registration for the Theater presentations is not permitted. The following registered attendees of the AAFP National Conference are eligible to attend sessions in the Theater. (Guests and non-sponsor exhibitors or competitors are not allowed.)

1. Residents
2. Students

K. REGISTRATION & ADMISSION OF SPONSOR STAFF & PRESENTERS

The AAFP provides four (4) badges per sponsored Expo Theater (which may be picked up at the Registration) to accommodate presenters and staff of third-party agents representing Sponsor ("Agents") who are not participating in National Conference and are not employed by the Sponsor or a Sponsor's corporate affiliate. These badges allow access to the Exhibit Hall only (these badges are in addition to those provided in connection with the Sponsor's status as an exhibitor).

1. Sponsor Staff Admission
 - i. All Sponsor staff must be registered and badged through the Sponsor's exhibit booth. Exhibitor badges allow access to main stage sessions, education sessions, and the Exhibit Hall. (If an education session is full, registered exhibit staff are requested to vacate their seat(s) to allow a registered National Conference attendee to participate.)
2. Agent's Admission
 - i. Sponsor's representatives such as Agent staff that are not employed by the Sponsor or a Sponsor's corporate affiliate must be registered. AAFP will provide alternative means for Agent representatives to register. Agent staff who are registered by the AAFP are only allowed access to the Exhibit Hall and will be included in the four badges provided.
3. Expo Theater Presenter Admission
 - i. Presenters must be registered.
 1. If a presenter is employed by the Sponsor, the presenter must register and be badged with the Sponsor's exhibit booth.
 2. If a presenter is only presenting at the Theater and not employed by the Sponsor or a Sponsor's corporate affiliate, AAFP will provide alternate means of registration. Presenters who are registered by the AAFP are only allowed access to the Exhibit Hall and will be included in the four badges provided.
4. AAFP shall always have sole authority over admission policies to the Theater and may limit attendance in its discretion, including to comply with applicable laws and regulations and to address reasonable limits on capacity.

L. THEATER CONFIGURATION

1. The Theater will include classroom seating for up to 100 attendees.
2. Room set, including seating and stage, cannot be modified.
3. AAFP will provide the following:
 - a. Food and beverage for up to 100 attendees
 - i. The AAFP provides and pays for all food and beverage for the Expo Theater Lunch Learning – Exclusive Session only, which is located outside of the Theater. AAFP places signs outside each Theater listing the anticipated actions by each Sponsor in order for attendees to make an informed decision about their participation. Sponsors and/or Agent representatives will not be permitted to advise attendees on food and beverage selection or consumption.
 1. *Sponsor will be asked to provide one of the following for federal Physician Payments Sunshine Act reporting purposes:*
 - a. *Sponsor will not be reporting the Participants' names to the Centers for Medicare & Medicaid Services (CMS)*
 - b. *Sponsor will be reporting the Participants' names to the CMS*
 - c. *It is undetermined if Sponsor will be reporting the Participants' names to the CMS*
 - b. Stage, lectern and electrical drop.
 - c. Audio Visual. On Services AV is the official AV company for AAFP. Any additional AV needs must be ordered two weeks in advance of National Conference through On Services AV. Costs

are the sole responsibility of the Theater Sponsor. For more information contact Jill Vetter at jvetter@aafp.org.

- i. One dedicated AV technician to manage presentation set up and all AV equipment
- ii. Large Projection screen
- iii. LCD projector and stand
- iv. Laptop Computer
- v. Two Wireless aisle microphones
- vi. Two Wired table microphones
- vii. Lectern Microphone
- viii. Headsets/earbuds for each attendee; AV tech to distribute

1. **NOTE: Because the Theaters are located inside the Exhibit Hall, the AAFP utilizes a closed sound system in the Theaters to promote Sponsor confidentiality from competitors, maximize sound quality and enhance engagement of Theater attendees. No external speakers will be allowed. Each presenter, Sponsor staff, Agent representative and Theater attendee will be provided a sanitary headphone and receiver. Receivers are tuned to the specific Theater sound system frequency.**

M. FOOD & BEVERAGE

Lunch is provided by the AAFP for the Expo Theater Lunch Learning - Exclusive Session only. Limited food or beverages will be provided for the Expo Theater General Sessions. See Section L for information regarding food and beverages provided by AAFP.

N. PHOTOGRAPHY, VIDEO RECORDING & AUDIO RECORDING

On Services AV is the official service contractor of the AAFP National Conference; no other service contractors will be permitted without written approval from AAFP. Theater Sponsor must obtain prior written approval from AAFP to photograph, videotape, and/or audiotape its own Expo Theater presentation. Sponsor is not permitted to photograph, videotape, and/or audiotape any sessions other than its own. Any additional fees incurred will be the responsibility of the Sponsor. For more information, please contact Jill Vetter at jvetter@aafp.org.

O. RESPONSIBILITY FOR PROPERTY

Each Theater Sponsor must make provisions for safeguarding its own goods, materials, equipment, display, and giveaways during its assigned session time, including during installation and dismantling. There is no storage or area for Sponsor property or session materials. All Theater materials must be shipped to the Sponsor's exhibitor booth.

P. PROMOTION OF THE THEATER AND PROMOTIONAL MATERIALS

1. All promotional materials (including announcements, advertisements, invitations, emails, websites, posters, and flyers) relating to the Theater must be approved by the AAFP prior to printing, use or deployment. Please allow a minimum of three business days for review and approval.
2. One of the following applicable statements must be prominently displayed and included on all promotional materials (including announcements, advertisements, invitations, emails, websites, posters, and flyers) and all derivative products for the Theater presentation: ***"This program is not for CME credit and is consistent with the PhRMA Code on Interactions with Health Care Professionals."*** ***"This program is not for CME credit and is consistent with the AdvaMed Code of Interactions with U.S. Healthcare Professionals."***
3. All materials promoting a Theater presentation must clearly indicate the name of the Theater Sponsor for the presentation.
4. No marketing materials or communications of any kind, advertising, or other written or spoken descriptions of the Theater presentation may use the AAFP name or logo, or otherwise suggest or

imply that AAFP has endorsed, sponsored, or accredited the presentation. The name of National Conference may be mentioned for identification purposes,

5. AAFP will provide a one-time complimentary use of the National Conference advance registration list (available after Advance Registration ends) to each Theater Sponsor, to be used solely for promotion of the Sponsor's Theater presentation. The advance registration list contains the names and mailing addresses of attendees who have not opted out of receiving communications from Exhibitors.
6. All promotional activities relating to the Theater must comply with all AAFP policies.
7. Solicitation in the aisles of the Exhibit Hall, including outside the Theater and the Theater Sponsor's exhibit space, is strictly prohibited.
8. Secure authorized Advertising Opportunities to gain more visibility for your presentation by contacting Jill Vetter at jvetter@aafp.org.
9. Additionally, AAFP will:
 - i. Promote and list details of the Expo Theater in a variety of ways in its discretion.
 1. Possibilities include but may not limited to:
 - a. Official Program and Exhibit Guide
 - b. National Conference Event Website
 - c. On-site signage at the Theater and Main Lobby
 - d. National Conference Mobile App
 - ii. Manage all food and beverage, which will be located outside of the Theater; capacity limits; and attendee participation
 - iii. Post signage outside of the Theater listing the anticipated action of Sponsor with respect to Physicians Payment Sunshine Act reporting to enable attendees to make an informed decision about whether to attend.