



EXHIBITOR PRODUCT THEATER

Exhibitor Product Theater provides exhibiting companies with the opportunity to:

- Present new research findings on products in a theater-style setting on the show floor
- Detail products
- Conduct demonstrations
- Highlight new products

These sessions are solely promotional and are not eligible for continuing medical education credit.

ELIGIBILITY

Confirmed exhibitors at the Innovation Academy meeting are eligible to host an Exhibitor Product Theater.

APPLICATION PROCESS

- Exhibitor Product Theater may only be conducted upon approval of the Academy.
- Applications are processed on a first-come, first-served basis. Timeslots are limited for this activity.
- Applications will not be accepted from meeting planning or other third-party companies.
- Full payment of the fee must be received by June 6, 2025 or the Exhibitor Product Theater will be cancelled.
- Upon receipt of the completed application, the Academy will notify the company of acceptance of the application, and will provide the assigned date and time.

FEES

The fee for an Exhibitor Product Theater is \$25,000 (per 45-minute program).

- The following is included for each Exhibitor Product Theater:
 - A mixture of soft seating will allow for up to 50 people inside the Exhibitor Product Theater. The theater will be carpeted and include a small riser with seating and a podium. **The theater will NOT be enclosed.**
- A/V Equipment: *changes to the A/V are not permitted
 - Screen Projection
 - Audio Mixer
 - EV Powered Speakers on Tripod Stands
 - Lectern Microphone
 - Wireless Microphone Kit with either Lavalier or Handheld Microphone
 - Laptop Computer
 - Podium
 - Soft seating for the audience
- Promotion
 - Exhibitor Product Theater schedule included on the Innovation Academy website and meeting app
 - One (1) Complimentary advance medical attendee mailing list. **A sample of the final content to be mailed must be submitted for approval.*
 - Onsite signage promotion



CANCELLATION POLICIES

Notice of cancellation of an Exhibitor Product Theater must be received in writing no later than June 6, 2025. If the cancellation notice is received prior to June 6, 2025, all funds will be refunded.

No refunds will be made for cancellations received after June 6, 2025.

Exhibit Space

An exhibitor's cancellation of exhibit space will automatically result in cancellation of Exhibiting Company's Exhibitor Product Theater presentation, the release by the Academy office of any hotel/convention center meeting space previously assigned to the exhibitor, and all sleeping rooms assigned to the exhibitor.

SCHEDULE

Exhibitor Product Theater will take place in the Experience Hub. There will be one (1) Theater Area, and two (2) available session times during the Innovation Academy. All sessions will be limited to a maximum of 45 minutes in length. Set-up time will be 30 minutes prior to the start time of the session. Companies may purchase multiple session times but are limited to one (1) session time per day.

Friday, July 11, 2025

12:00 PM to 12:45 PM

(Set up 11:30 AM – 12:00 PM)

Session must end promptly at 12:45 PM

Saturday, July 12, 2025

12:00 PM to 12:45 PM

(Set up 11:30 AM – 12:00 PM)

Session must end promptly at 12:45 PM

GUIDELINES

Exhibitor Product Theater provides an opportunity for commercial organizations to present information about their products and services to dermatologists attending the Innovation Academy. The material presented in Exhibitor Product Theater should be product focused and promotional in nature and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Presentations may not offer continuing medical education credit.

Live subject demonstrations for the purpose of demonstrating techniques that involve equipment, devices, or prescription pharmaceuticals is prohibited. OTC cosmetics and non-prescription skin care products may be demonstrated.

The following statement should appear on any promotional material:

"This Exhibitor Product Theater is a promotional activity and is not approved for continuing education credit. The content of this Exhibitor Product Theater and opinions expressed by presenters are those of the Presenting Company or presenters and do not represent an endorsement by, nor imply that the products have been evaluated or approved by the American Academy of Dermatology."

Promotional materials of any kind may not use the Academy's logo, meeting graphics, or name/mention the American Academy of Dermatology (AAD) or the Innovation Academy. Wording such as "presented in conjunction with," "preceding" or "prior to the Academy Meeting" is prohibited. The only exception is that exhibitors may reference "[Exhibitor Name] Exhibitor Product Theater, [Date, Time] in the Experience Hub at the Innovation Academy." These rules apply to materials developed for use before, during, and after the Innovation Academy.

PRESENTERS/SPEAKERS

All speakers/presenters for Exhibitor Product Theater must be registered for the Innovation Academy and must wear their meeting badge to be admitted into the Experience Hub. The company coordinating the Exhibitor Product Theater is responsible for ensuring that all speakers/presenters are badged appropriately. Physician presenters are required to verbally disclose their relationship with the company/product, to the audience.

OWNERSHIP OF COPYRIGHT FOR CONTENT OF EXHIBIT PRODUCT THEATER PRESENTATIONS

Copyright of the content presented at the Exhibitor Product Theater shall be owned by the Product Presenter with all rights intact. The Exhibitor Product Theater presenter is responsible for obtaining copyright permissions and licenses for previously copyright materials that will be used as part of the Exhibitor Product Theater program.

TERMS AND CONDITIONS

Presenting Companies agree to abide by all terms, policies, and guidelines as outlined in the Exhibitor Prospectus in addition to the policies specifically cited for the Exhibitor Product Theaters.