



## American Academy of Physician Assistants

### Product Theater: AAPA's 34<sup>th</sup> Annual Conference

**Description:**

These 45-minute sessions provide an additional marketing opportunity for exhibitors to reach motivated PAs and PA students in a pre-scheduled, private session held in a meeting room within the Moscone Convention Center in San Francisco during the AAPA Annual Conference. The sessions will be at noon and will be unopposed, as CME sessions will not be offered during these times. The Product Theaters provide a forum to gather and discuss issues on specific products and therapeutic areas with company representatives or your designees. You are free to provide information to PAs and PA students on a subject of your choice, while showcasing your products and services to this target market. AAPA will provide logistical assistance, which includes providing a meeting room, audiovisual equipment (screen, microphone, laser pointer, data projector, and a computer loaded with Power Point), sign-in services, as well as box lunches and beverages for attendees. AAPA will also send out one e-mail to all pre-registered attendees advertising your Product Theater. Finally AAPA will provide you an electronic file of all PAs who attend the session.

AAPA recognizes that the Product Theater(s) will be promotional and may concentrate on a specific product or drug. These sessions are **not** approved for CME credit.

**Attendance:**

Up to 375 PAs

**Date and Times:**

Two or three concurrent product theaters will be held each day from noon to 12:45 p.m. on

Saturday, May 27, 2006

Sunday, May 28, 2006

Monday, May 29, 2006

Tuesday, May 30, 2006

Wednesday, May 31, 2006

**Recognition of Support:**

Your support of these popular events will receive special recognition in AAPA publications, Web pages, and on-site conference materials and signage. The Product Theater Playbill will list all Product Theaters with a description and will be included in the registration bags received by all conference attendees.

**Support Fees:**

3 options are available(Please select one):

1. \$25,000 (includes food and beverage expenses for 375 PA participants and logistical support as described above)
2. \$30,000 (includes all of the above plus an Audience Response System to allow for pre- and post-testing of the audience)
3. \$35,000 (includes all of the above plus one e-mail survey of the attendees at 3-4 months following the presentation for follow-up purposes). In this final option, AAPA will conduct the survey, collect results, and provide a written report to the supporting company. The company may determine the questions to be asked as part of the survey.

You also have an opportunity to incorporate web casting into your Product Theater presentation. For more information contact Patricia Swift.

**Contact:** Patricia Swift at 703-836-2272, ext 3405 or [pswift@aapa.org](mailto:pswift@aapa.org)

If you are interested in booking a Product Theater for AAPA Annual PA conference please fill out the information below.

\_\_\_\_\_  
Company Contact

\_\_\_\_\_  
Topic

\_\_\_\_\_  
What date do you prefer?

\_\_\_\_\_  
Which option do you prefer?

Are you interested in web casting? YES NO

Office Use Only

ID# _____
Company Contact _____
Date Received _____
Date of Presentation _____
Booking Form Received _____
Playbill Ad _____
Specs received _____
Amount Owed _____
AAPA Approval _____