

PRODUCT THEATER SUPPLEMENT

2017 BMT Tandem Meetings

Gaylord Palms Convention Center, Orlando, FL - February 22-26

PRODUCT THEATERS

Product Theaters provide an opportunity for commercial organizations (Sponsors) to present information about their product(s), service(s) or therapeutic area(s), and are not considered part of the BMT Tandem Meetings. The Sponsor or Sponsor's designated third-party meeting planning organization is responsible for all aspects of Sponsor's participation in the Product Theater, including planning, promotion, and management of the Product Theater and for payment of all associated costs, including but not limited to catering, meeting room rental, audiovisual equipment, electrical services, and labor.

Product Theaters must be conducted in accordance with all applicable federal, state and local laws, including but not limited to FDA regulations. Providing gifts (items of value which are not approved as promotional materials, as described herein) to Product Theater attendees is prohibited. The material presented in Product Theaters is promotional and may concentrate on a specific product, service or therapeutic area. **Therefore, these sessions may not offer continuing medical education credit.**

APPLICATION PROCESS

Product Theaters may only be conducted upon approval by the BMT Tandem Meetings. Potential Sponsors should complete an [application form](#) and submit with a non-refundable 25% deposit to BMT Tandem Meetings organizer Sherry L. Fisher at slfisher@mcw.edu. 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 third party organizations on behalf of a potential Sponsor only if accompanied by a letter on the potential Sponsor's letterhead confirming its desire to participate in the Product Theater and authorizing the third party organization to act on its behalf with regard to the Product Theater.

BMT Tandem Meetings will notify those Sponsors approved to participate and will provide the assigned date, time, and location for the Product Theater. Full participation fee is due within 30 days of Sponsor's receipt of application approval notification or the Product Theater space will be released to another Sponsor.

PARTICIPATION FEE

The Product Theater participation fee is U.S. \$35,000 per one-hour program.

SCHEDULE AND LOCATION

A total of eight (8) Product Theater time slots will be available during times that do not conflict with BMT Tandem Meetings programming in accordance with the schedule below. All Product Theaters will be held in the Gaylord Palms Convention Center. All time slots will be scheduled by the BMT Tandem Meetings.

PERMISSIBLE TIMES

Slot 1 Wednesday, Feb 22, 1:30PM-2:30PM
Slot 2 Wednesday, Feb 22, 8:00PM-9:00PM
Slot 3 Thursday, Feb 23, 1:30PM-2:30PM
Slot 4 Thursday, Feb 23, 7:00PM-8:00PM

Slot 5 Friday, Feb 24, 1:30PM-2:30PM
Slot 6 Friday, Feb 24, 7:30PM-8:30PM
Slot 7 Saturday, Feb 25, 1:30PM-2:30PM
Slot 8 Sunday, Feb 26, 7:00AM-8:00AM

REGISTRATION

Product Theater attendee registration is not required, but if desired will be handled by the Sponsor or the Sponsor's designated third-party meeting planning organization. Because Product Theaters are not associated with BMT Tandem Meetings, Sponsors are advised to provide specific details and contact information on how attendees should register for this activity. Attendees of a Product Theater do not have to be registered for BMT Tandem Meetings to attend the Product Theater.

PROMOTIONAL MATERIALS

All materials intended to promote Product Theaters must be approved by the BMT Tandem Meetings prior to release and distribution, including: advertisements, announcements, broadcast e-mail messages, brochures, envelopes, flyers, invitations, press releases/media communications, signage, solicitations, websites, and other materials (Promotional Materials).

Because changes to Promotional Materials may be required, it is strongly recommended that review and approval by BMT Tandem Meetings occur before printing or production of the same.

All approved Promotional Materials must contain the following statement in a prominent type size and location:

"This promotional activity is provided by [INSERT SPONSOR NAME] 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 BMT Tandem Meetings, ASBMT or CIBMTR."

No other phrase or reference to ASBMT, CIBMTR or the BMT Tandem Meetings is permitted on Promotional Materials. The BMT Tandem Meetings logo or BMT Tandem Meetings graphics may not be used on Promotional Materials. The words "education," "educational," or "symposium" and phrases such as "presented during" or "presented in conjunction with" are also prohibited on Promotional Materials. This rule applies to materials developed for use before, during and after the event.

SIGNS

Two signs, professionally produced and at Sponsor's cost, may be displayed outside the assigned meeting room as well as in the convention center pre-function area. Permission must be given by BMT Tandem Meetings for 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 BMT Tandem Meetings exhibit booth. BMT Tandem Meetings reserves the right to remove and discard signs and flyers of any Sponsor or organization violating this policy.

CATERING AND HOTEL

Sponsors are responsible for making all logistical arrangements associated with their participation in the Product Theater directly with the Gaylord Palms Convention Center. BMT Tandem Meetings will provide the contact information to Sponsor's primary contact. After Product Theater assignments have been provided to Sponsors, BMT Tandem Meetings assumes no responsibility for the loss or reduction of meeting space, nor hotel or other costs associated with the Product Theater, including but not limited to: set-up charges, additional room rental, audio visual, food and beverage, hotel reservations, speaker arrangements, electric, etc. BMT Tandem Meetings reserves the right to ask Sponsors to switch their assigned space due to lower than expected attendance figures. If this occurs, BMT Tandem Meetings and the hotel will not provide associated compensation.

Arrangements for room set up, food and beverage selections (if applicable), and billing must be made directly with representatives at the Gaylord Palms Convention Center. They can provide menus and floor plans upon request. Sponsor or Sponsor's designated third-party meeting planning organization are responsible for all expenses incurred related to their Product Theater participation. BMT Tandem Meetings, ASBMT and/or CIBMTR bear no financial obligation for expenses incurred by Sponsors for Product Theaters.

EQUIPMENT

The participation fee does not include audiovisual equipment rental or labor costs. These arrangements must be made directly with Freeman AV, the exclusive provider of Audio Visual equipment for Product Theaters. When designing staging and production for the Product Theater, please keep in mind that in most cases set up time will be limited to one hour.

To order AV, contact Rebecca May at rebecca.may@freemanco.com or 214.869.0181. Deadline to order and receive a discount on AV equipment is **December 16, 2016**. Final deadline is **February 3, 2017**.

BMT Tandem Meetings reserves the right to restrict and/or dismiss at any time and in its sole discretion any Product Theater exhibit or portion thereof, including Sponsor representative(s), it deems undesirable, in poor taste, or offensive to attendees.

CHANGES/WITHDRAWALS

Changes to assigned time slots must be requested in writing to Sherry L. Fisher at slfisher@mcw.edu and will be accommodated only if the requested time slot is available. The timeslots noted above have been approved by BMT Tandem Meetings and may not be modified.

There will be no refunds for Product Theater cancellations after **December 16, 2016**. For Sponsors who withdraw from participation before December 16, 2016, 50% of the fee will be nonrefundable and will be retained by BMT Tandem Meetings, and the balance returned to the Sponsor.

Please note, BMT Tandem Meetings does not guarantee attendance for Product Theaters and will not refund fees on the basis of attendance or lack thereof.

LIMITATION OF LIABILITY

BMT Tandem Meetings, ASBMT and CIBMTR will not be responsible for any loss, injury or damage incurred by a Sponsor or its representatives, contractors and/or agents in connection with participation in a Product Theater. The Sponsor hereby releases BMT Tandem Meetings, ASBMT and CIBMTR from any and all claims, injury or damage arising from or relating to the content, behaviors or any other aspects of the Product Theater.

PROMOTIONAL OPPORTUNITIES

Take advantage of the following opportunities available to promote the Product Theater.

Mailing List Rental: Access to the 2017 BMT Tandem Meetings pre-registrant mailing list for one time use is included in the cost of the Product Theater. Mailing lists in PDF format or printed Avery mailing labels will be provided by BMT Tandem Meetings approximately one month prior to the start of the meetings.

Door Drop: The BMT Tandem Meetings meeting door drop may be used to promote Product Theaters. See ASBMT or CIBMTR websites for more information.

Exhibits: Sponsor representatives may distribute invitations, flyers, etc. from within the Sponsor's assigned exhibit space during the BMT Tandem Meetings. The distribution of invitations, flyers, etc. is **strictly prohibited** in all public spaces of the convention center or other hotels.

Signage: Promotional signs are permitted in the convention center pre-function area. Signs may not be posted until the preceding Product Theater has ended and signs must be removed no later than two hours after conclusion of the Product Theater event.

SECURITY AND INSURANCE

The Product Theater area(s) will not be secured. ASBMT, CIBMTR and BMT Tandem Meetings will not be liable for damage to or loss of Sponsor's property, nor shall ASBMT, CIBMTR or BMT Tandem Meetings be liable for any injury or damage that may occur in the Product Theater area.

ADDITIONAL INFORMATION

For questions or additional information, contact Sherry L. Fisher at slfisher@mcw.edu.

Any Sponsor found to be non-compliant with these terms and conditions may be banned from participating in the Product Theater and/or additional action may be taken at the sole discretion of BMT Tandem Meetings.

All matters and questions not covered by the above are subject to the discretion of ASBMT, CIBMTR and the BMT Tandem Meetings. These terms and conditions may be amended by BMT Tandem Meetings at any time, and all amendments shall be equally binding on all parties. In event of any amendment or addition, written notice will be given by BMT Tandem Meetings to such parties.

This application for a Product Theater, the formal notice for space assignment by BMT Tandem Meetings and all deposits together constitute a contract for the right to participate in the Product Theater.

The BMT Tandem Meetings has the full authority to interpret or amend these terms and conditions, and its decision is final. Sponsor agrees to abide by any amendments that may hereafter be adopted. Sponsor waives any rights or claims of damages arising out of enforcement of any terms or conditions contained herein.

Please complete and submit the online Product Theater Application [online now!](#)