



45th Annual Meeting

CALTCM Summit for Excellence

Omni Los Angeles Hotel at California Plaza

Los Angeles, CA

April 4-6, 2019

Product Theater Guidelines & Application

Product Theaters

Product Theaters provide an opportunity for commercial organizations to present information to the California Association of Long Term Care Medicine (CALTCM) Annual Meeting Attendees about their product or services in relation to long-term or post-acute care. The material presented in Product Theaters may be promotional and may concentrate on a specific product. Therefore, these sessions are considered promotional and may not offer continuing education credit. CALTCM will offer three sessions for 45 minutes each.

Eligibility

Organizations are required to be exhibitors at the CALTCM Annual Meeting in order to sponsor a Product Theater. Sponsorship of a Product Theater is not connected with any of CALTCM Annual Meeting sponsorships and may not be reflected as such by the company conducting the Product Theater.

Requirements for Product Theaters

Product Theaters are considered promotional activities and must be conducted in accordance with all applicable federal, state and local laws, as well as all applicable standards and guidelines, including, but not limited to, applicable FDA regulations and other established standards and codes. Continuing education credit may not be offered for Product Theaters.

The sponsor or the sponsor's designated third-party meeting planning organization is responsible for all aspects associated with the planning, promotion, and management of the Product Theater and for payment of all additional costs related to the Product Theater, including but not limited to additional audiovisual equipment, electrical services, and labor.

Application Process

Product Theaters may only be conducted upon approval by CALTCM. Companies wishing to sponsor a Product Theater should contact the CALTCM Executive Office at info@caltcm.org.

Applications must be returned with a nonrefundable, 50% deposit to be confirmed. 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.

Full payment of the fee must be received within sixty (60) days of receipt of approval of the application or the Product Theater will be considered to be cancelled and space will be released to another sponsor.

Upon receipt of the completed application, CALTCM will notify the sponsor of acceptance of the application and will provide the assigned date, time, and location for the Product Theater.

Fees

The fee to conduct a Product Theater varies based on the chosen 45-minute program slot. Only exhibitors may participate in the program. Please make checks payable to: California Association of Long Term Care Medicine: Tax ID # 94-2552489. Send completed application with payment to: CALTCM P.O. Box 800371 Santa Clarita, California 91380.

Schedule and Location

Product Theaters will be conducted, during times that do not conflict with CALTCM programming, according to the schedule below. For April 2019, there are a total of three (3) slots, each for a 45-minute period. All Product Theaters will be held in our designated area. All space and time slots will be scheduled by CALTCM. Applications will be processed on a first-come, first-served basis.

Product Theater Times

Lunch Friday, April 5: 12:00 pm to 12:45 pm	\$10,000
Dinner Friday, April 5: 7:15 pm to 8:00 pm	\$ 5,000
Lunch Saturday, April 6: 12:15 pm to 1:00 pm	\$10,000

Each company may only apply for one slot; if slots are not filled by the deadline date, companies will be notified on a first-come, first-served basis to conduct an additional session at the advertised fees. Product Theaters will be held in the designated space.

Audio Visual

CALTCM will not provide any Audio Visual (AV), all AV can be ordered through the hotel AV company directly.

Promotion of Product Theaters

A one-time use of the CALTCM meeting registrant mailing list [Excel] is included in the cost of the Product Theater. Mailing lists will be provided by CALTCM within one week after the first deadline for early registration. Email addresses will not be included.

All materials intended to promote Product Theaters, including websites, promotional brochures, invitations, signage, and other materials must be approved by CALTCM prior to release and distribution. Because changes may be required, it is strongly recommended that review and approval by CALTCM occur before printing or production of the materials.

All approved promotional, marketing, and other materials used in conjunction with the Product Theaters must contain the following statement in a prominent type size and location on the materials:

"This promotional activity is provided by (company) 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 California Association of Long Term Care Medicine (CALTCM)."

CALTCM will not be responsible for any other advertisement of the product theaters other than what is specified herein.

No other phrase or reference to CALTCM or the CALTCM Annual Meeting is permitted on Product Theater materials. The CALTCM logo or CALTCM meeting graphics may not be used on Product Theater materials. The words "education," "educational," or "symposium" may not be used in any presentation titles or on any Product Theater materials.

Signs

One professionally produced sign, not to exceed 30" x 40", may be displayed outside the assigned meeting room. This sign is supplied by the sponsor. CALTCM does not permit the distribution or placement of presentation flyers or signs in any other area of the meeting hotel, with the exception of the sponsor's exhibit table. CALTCM reserves the right to remove and discard signs and flyers of any organization violating this policy. See "Promotion of Product Theaters" for additional copy guidelines.

Speakers

All speakers and moderators for Product Theaters must be registered for the CALTCM Annual Meeting or registered as Exhibitors and must be wearing their CALTCM meeting badges in order to be admitted to the exhibit area. The organization coordinating the Product Theater is responsible for ensuring all speakers and moderators are registered in advance of the session.

Changes/Withdrawals

Changes to assigned time slots must be requested in writing to the CALTCM Executive Office at info@caltcm.org and will be accommodated only if the requested time slot is available. The timeslots noted above have been approved by CALTCM and may not be modified. There will be no refunds for programs cancelled after January 1, 2019. For programs that are withdrawn by the sponsor before December 31, 2018, 50% of the fee will be nonrefundable and will be retained by CALTCM, and the balance returned to the sponsor.

Limitation of Liability

CALTCM will not be responsible for any loss, injury or damage incurred by a sponsor or its contractors and/or its agents in connection with a Product Theater. The sponsor expressly releases CALTCM from any and all claims, injury or damage arising from the content, behaviors or any other aspects of the Product Theater.

Additional Information

For questions or additional information, contact the CALTCM Executive Office at info@caltcm.org or (888) 332-3299.



**2019 Annual Meeting: CALTCM Summit for Excellence
Product Theater Application**

Please print clearly.

Company Name: _____

As it should be listed in the program syllabus and acknowledgments page.

Primary Contact: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Telephone: _____ **Email address:** _____

Please indicate your first and second choices for a date/time slot(s) below. We will contact you to confirm availability.

First/ Second Choice

- Lunch*:** Friday, April 5 from 12:00 PM to 12:45 PM **\$10,000**
- Dinner*:** Friday, April 5 from 7:15 PM to 8:00 PM **\$5,000**
- Lunch*:** Saturday, April 6 from 12:15 PM to 1:00 PM **\$10,000**

**Host is responsible for all catering, A/V, speaker fees and travel associated with Product Theater.*

Application submission and signature below acknowledges receipt and acceptance of CALTCM’s Product Theater Guidelines.

Product Theater Sponsor

Date

CALTCM Representative

Date