

## Product Theater Rules and Regulations

CAEP continues to offer many ways for you, the exhibitor to interact with the conference attendee and one of these is the **2016 Spring CAEPCon Product Theater**. CAEP encourages industry involvement at the conference and recognizes your interest in interacting with our attendees. Create an extension of your booth, free up exhibit space, and attract large crowds to see your product demonstrations or educate attendees about your product or services.

We invite you to present new research findings on products, conduct demonstrations, and highlight new products to a key audience. The Product Theater will be assigned on a first-come, first-serve basis. Participating companies must be an exhibitor at the CAEPCon. There will be a total of three time slots between March 24-25, 2016.

All product and promotional presentations will take place in a meeting room inside the hotel. CAEP reserves the right to alter the location of the Presentation Theater, in the sole discretion of CAEP's Meetings and Events Department.

### Available Time Slots\*:

- Thursday, March 24  
7:00–7:45 a.m. or 12:00–1:00 p.m.
- Friday, March 25  
8:00–8:45 a.m. or 12:30–1:15 p.m. or 7:00–7:45 a.m.

*\*Times are subject to change*

### Fees

- Product Theater - \$95-

### Organizations accepted for the Product Theater are eligible to receive:

- A complimentary listing in the Final Program (CAEP is going green, the program will be a PDF online),
- A complimentary e-mail blast to the registered CAEPCon attendees,
- An opportunity to hand out branded materials to each participant entering the Product Theater,
- Signage outside the Product Theater, and in the main attendee registration area,
- A complimentary pre-registration attendee list that will include street mailing addresses. Email addresses will be shared only if attendees opted to participate.

### CAEP will provide the following:

- Breakout meeting room
- Standard theater setup with seating for up to 100 attendees

- Standing lectern with microphone
- AV equipment to include LCD projector and support (cart, cabling, power cord), screen sized appropriately for the room, sound system. Computer for the session use will be the responsibility of the supporting company. Any additional AV may be added to the existing set at the company's expense, if it does not affect the preceding presentation.

## **RULES AND REGULATIONS GOVERNING PRODUCT THEATER**

- To be eligible all participating companies must be an exhibitor at the CAEPCon. Although CAEP will attempt to accommodate requests for specific Product Theater time slots, no guarantees can be made that a company will be assigned the specific time slot requested.
- The sponsoring organization may not assign, sublet, share, or exchange all or any part of their Product Theater time slot with or to another organization or business unless prior written consent has been obtained from CAEP.
- The individual acting as an agent of the sponsoring organization, agrees to be bound by any and all such conditions and regulations. The individual accepts responsibility for informing all of the employees, speaker(s), supporters, and activity organizers of these conditions and for ensuring that they will abide by them fully. This individual further accepts responsibility for penalties, which may be assessed upon violation of these conditions, as well as understands the implications associated with the cancellation of the event.

## **PAYMENT & CANCELLATION POLICY**

- Full payment of your Product Theater fee must accompany application. If your program is not placed due to lack of space or refusal of application by CAEP, your full fee will be refunded. No refunds will be given for cancellation of a Product Theater, unless CAEP cancels the event. As only contracted exhibitors may retain Product Theater space, cancellation of an exhibit space automatically results in cancellation of Product Theater time slots. CAEP retains the rights to utilize cancelled Product Theater time slots at its own discretion.

## **PROMOTIONAL BROCHURES AND INVITATIONS**

- CAEP does not endorse or promote any products or services related to an exhibitor's presentation as part of the Product Theater. There can be no implication in any promotion materials, handouts, or enduring materials that they are planned, sponsored by, or endorsed by CAEP.
- **All company Product Theater presentation(s) and company literature must be submitted to CAEP for review and approval.**
- All marketing and promotional materials for a Product Theater presentation must include the following statement: ***"The content of this theater presentation and opinions expressed by presenters are those of the sponsor or presenters and not of CAEP."***

## **PRODUCT THEATER SPEAKERS**

- All speakers and moderators for the Product Theater must be registered as attendees or exhibit staff for the 2016 Spring CAEPCon and must be wearing their official CAEP badges. The

organization coordinating the Product Theater is responsible for ensuring all speakers and moderators are registered in advance of the session.

#### **SIGNS AND PROMOTIONAL MATERIALS**

- CAEP does not permit the distribution or placement of presentation flyers or signs in any other area within the hotel, with the exception of the sponsoring organization's booth space. CAEP reserves the right to remove and discard signs and flyers of any organization violating this policy. CAEP will provide additional signage as outlined in the section regarding presentation theater setup.

#### **LIMITATION OF LIABILITY**

- CAEP and the Hilton San Diego Bayfront Hotel will not be responsible for any loss, injury or damage whatsoever arising, which may occur to a sponsor or his contractors and/or its agents in connection with a Product Theater. The sponsor expressly releases CAEP, and the Hilton San Diego Bayfront Hotel from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Product Theater.