



**National Medical Association 2018 Annual Convention and Scientific Assembly**  
Rosen Resorts & Convention Properties  
Orlando, FL  
August 11 – August 15, 2018

**Responsibilities and Clarifications of the Presentation Theaters**  
**National Medical Association 2018 Annual Convention and Scientific Assembly**

The National Medical Association (NMA) is pleased to offer exhibitors and non-exhibitors the opportunity to host a presentation in the Presentation Theater and allows for roundtable dining. This is an opportunity for companies to showcase new products and treatment options and reach up to 150 attendees in pre-scheduled, advertised presentations during the Annual Convention and Scientific Assembly. The Presentation Theater will be located in the exhibit hall with access during exhibiting hours.

The offering is defined as:

- Presentation Theater: A half-hour time slot scheduled for industry sponsor and its representatives to conduct a speaker-led presentation that meets the requirements of FDA/OIG guidelines and the PhRMA and/or AdvaMED marketing code. It is the responsibility of the industry sponsor to design and develop all presentation content and distribution materials, as well as select, recruit and train the speaker for the program. As a matter of policy, NMA is not involved in any aspect of the content development or the client's strategy or tactics related to the peer-to-peer program area. Presentations will run unopposed to CME programming. NMA will provide snacks and beverages during the presentations.

NMA Responsibilities:

- Audiovisual Package includes:
  - (2) Projector DLP
  - (2) Projection Screen -9' c 16'
  - Graphic Laptops-Win 10 - HDMI
  - Sound Package (audio mixer, podium mic, PC audio)
  - (4) Speakers 12"/stands/XLR
  - (2) Panel Mic – table top
  - Wireless Microphone Q&A – hand held
  - Wireless LAV Microphone
  - Projector/Audio mixer stands
  - Slide Advancer – wireless/laser Plus Perfect Cue
  - Presenter Slides Monitor 55"
  - HD-SDI – Seamless Switcher at Tech Table
  - Speaker Timer
- Stage, Podium, drape backdrop and Electrical Drop
- Head Table seating for 2 speakers (additional seating available if needed up to a total of four)
- Seating for approximately 150 (limited to maximum room capacity allowable by Fire Marshal guidelines)
- Lead Retrieval Units (*up to 2 units, exhibiting company supplies staff to scan badges*)
- Pre-Meeting and On-Site Promotion:

- Promotional Signage
  - Presentation Schedule on the NMA 2018 Conference website
  - Presentation Schedule Advertisement in the Annual Convention Program if received and approved by June 29, 2018.
  - One NMA designed E-Blast listing all scheduled presentations including date/time, title, presenter and supporter’s company name and logo to NMA pre-registered conference attendees
  - Distribution of a Presentation Schedule in the Convention Bag distributed to each attendee.
  - Presentation Schedule displayed on the NMA Mobile App
  - Opportunity to distribute a NMA approved marketing piece to pre-conference registered attendees via NMA mailing house (plus production and mailing costs)
  - Presentation Schedule on the Exhibit Hall Entrance Unit
  - Presentation Schedule on the Presentation Theater Entrance Unit

Client Responsibilities:

- Company provided preferred nomenclature, logo, presentation title, name and description of product/treatment, name of speaker(s), and presentation description for NMA approval and use in marketing and print materials
- Recruitment and provision of presentation speaker
- Develop and manage non-accredited content for presentation
- Recruit faculty for lead retrieval scanning
- Develop slides/handouts
- Provision of slide presentation on-site
- Advanced shipping of theater materials for delivery to the theater / your booth.

All promotional materials must include the following disclaimer:

**“The Presentation Theater’s content and the views expressed therein are those of the sponsor and not of NMA. Presentation Theaters are a part of NMA’s Exhibit Program. This program is not intended or eligible for continuing medical education (CME) credits and does not meet guidelines governing CME.”**

Additional Terms/Client Responsibilities:

Adhere to FDA/OIG guidelines and PhRMA and/or AdvAMED marketing code at Presentation Theater. Respect, acknowledge and support the obligations of the accredited provider by adhering to the ACCME Standards for Commercial Support, including the need to ensure separation of education from promotion. NMA recognizes that the Presentation Theater(s) will be promotional and may concentrate on a specific product or drug. These presentations are **not** approved for CME credit. NMA expects up to 150 Health Professionals to opt-in to attend each of the presentations. NMA does not guarantee any attendance numbers, market individual programs, or accept responsibility for the content strategy or tactics related to the presentations used by the industry supporter.

**FEES**

**Exhibiting Companies**

One Hour Presentation Theater - \$30,000

**Non-Exhibiting Companies**

One Hour Presentation Theater \$35,000

## **PRESENTATION THEATER SCHEDULE**

All Presentation Theaters will take place at the Rosen Resorts & Convention Properties, Exhibit Hall A 3

<b>Lunch Presentation Theaters:</b>	Monday	August 13, 2018	12:45 pm – 1:15 pm
	Tuesday	August 14, 2018	12:45 am – 1:15 pm

Please request your preferred date and time from the schedule on the Presentation Theater Application.  
**Presentation Theater must not exceed the time allotted.**

### **Application Process**

Presentation Theater applications should be submitted using the Presentation Theater Application form. The application deadline is May 28, 2018\*. Applications are reviewed on a first-come, first-served basis and need to include all required information to be reviewed. Applicants will be notified in writing of acceptance with an email confirmation of assigned date and time slot no later than June 1, 2018.

\*To ensure your Presentation Theater information is included in the official promotional benefits as outlined above, your application must be received and approved no later than June 29, 2018.

### **Cancellation Policy**

Please note, NMA does not guarantee attendance for Presentation Theaters and will not refund fees on the basis of attendance. Fees allocated for Presentation Theaters will not be refunded but may be applied to other sponsorship opportunities.

NMA reserves the right to terminate the applicant's Presentation Theater for cause or causes not reasonably within NMA's control this includes but is not limited to: fire; casualty; flood; epidemic; earthquake; explosion; accident; blockage; embargo; inclement weather; act or threat of terrorism; riot or civil disturbance; strike, lockout, boycott or other labor disturbance; inability to secure necessary labor; technical or personnel failure; lack of or impaired transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment or services; orders or restraints imposed by civil defense, military or other types of governmental authorities; or acts of God; or such circumstances making NMA's performance impossible or commercially impracticable is its sole discretion.

### **Additional Fees**

- All costs related to production of company designed bag insert, distribution materials, etc.
- Any electrical, telephone, internet service or technicians, alterations to room sets (as approved by NMA in advance), shipping/receiving charges and any additional services not outlined as included in the Presentation Theater fee.
- For further information regarding Presentation Theaters, Exhibit Space, Sponsorship or Advertising at the NMA Annual Conference please contact Kathleen Lawrence 856-302-0893 or email: [kathleen\\_lawrence@AFassanoCo.com](mailto:kathleen_lawrence@AFassanoCo.com)

**Content Control & Compliance:** The NMA does not maintain control of the content of the presentation theater. It is the responsibility of the sponsoring entity (presentation theater organizer) to develop and implement the program content and related logistics. All presentation theaters should fully comply with all applicable U.S. Food and Drug Administration (FDA) laws and guidelines on industry supported scientific and educational activities, PhRMA Code on Interactions with Healthcare Professionals, AdvaMed Code of Ethics on Interactions with Health Care Professionals, AMA Ethical Opinion on Gifts to Physicians, and the Office of the Inspector General (OIG) Compliance Program Guidance for Pharmaceutical Manufactures.

## **Rules and Regulations**

1. **Staffing & Logistics** - The sponsoring company of the Presentation Theater shall be solely responsible for the management of the logistics for their Presentation Theater, and for payment of additional costs related to the Presentation Theater including but not limited to additional A/V equipment, electrical, internet, phone, etc. NMA does not provide any logistical support for Presentation Theaters.
2. **Distribution of Materials** - All products and services discussed at the NMA Annual Convention shall be directly related to the NMA mission and must be of professional or educational benefit or interest to conference participants. NMA reserves the right to determine the eligibility of prospective companies for inclusion in its conference. Companies shall not distribute anything to conference attendees outside of its Presentation Theater.

All presentations, meetings, distribution of literature, and the transactions of business of any nature shall be made WITHIN the Presentation Theater during the contracted time slot. Temporary booth and/or Presentation Theater personnel, including third-party planners, shall be restricted to the same afore mentioned Guidelines as authorized exhibitor personnel. Solicitation in the aisles outside the Presentation Theater or intercepting those in attendance for advertising purposes is strictly prohibited.

3. **Promotional & Marketing Materials** - All promotional and marketing materials must be submitted and approved by NMA prior to distribution. The use of NMA's Logo is not permitted on any Promotional and Marketing Materials. All material must contain the following statement:

**“The Presentation Theater’s content and the views expressed therein are those of the sponsor and not of NMA. Presentation Theaters are a part of NMA’s Exhibit Program. This program is not intended or eligible for continuing medical education (CME) credits and does not meet guidelines governing CME.”**

Promotional materials, even if approved, may not be handed out anywhere. The prohibition includes distribution in hotel lobbies, restaurants, in front of the event hotel or in or around the convention center. NMA's name, seal, logo and acronym are proprietary marks and may not be used in signs, advertising or promotions in any media or on product literature either inside or outside exhibit area. This rule applies before, after and during the meeting. Submit artwork in PDF format to [Kathleen Lawrence](#). For assistance call 856-302-0893.

4. **Promotional Signage** - NMA will provide Presentation Theater Schedule on the Exhibit Hall Entrance Unit to promote the Presentation Theaters. Applicants hosting a Presentation Theater are permitted to supplement signage in the NMA Registration area and outside the Presentation Theater beginning the morning of the applicant's time slot, and must be removed immediately after the conclusion of the time slot. Signs must be professionally printed, no larger than 22" x 28", and may be ordered through NMA's official decorator or a contractor of the applicant's choosing.

**Please note:** Proposed copy for signage must be approved by NMA prior to printing. Applicants may display signs promoting their Presentation Theater in a NMA pre-approved location. Companies violating these rules will have their items removed/confiscated. Production of signage and easel rental are the responsibility of the participant.

5. Limitation of Liability - The sponsoring company and affiliates shall indemnify NMA and all associates of NMA against all claims, demands, actions, expenses, damages penalties, attorneys' fees or proceedings incurred by NMA as a result of the publications distributed at, statements made during or any other conduct arising out of or in any way connected with the Presentation Theater.

Meeting Room - Nothing shall be posted on or tacked, nailed, screwed or otherwise attached to columns, walls floors, or other parts of the facility. Applicants may not apply paint, lacquer, adhesive or any other coating to building columns and floors. Applicants are liable for any damage caused to Presentation Theater floors, walls, columns, or to standard Presentation Theater furnishings and equipment, or to other applicants' property. The contracted applicant is responsible for all personal and corporate property placed in Presentation Theater space.

6. Security and Insurance – Any non-exhibiting company must provide Certificate of Liability Insurance. The Presentation Theater area is not a secured area. NMA will not be liable for damage or loss to sponsoring company's property, nor shall NMA be liable for any injury that may occur in the Presentation Theater area.
7. Changes to Materials - No changes shall be made to any aspect of the presentation after acceptance has been granted without express written consent of NMA.
8. Agreement to Conditions - Each company's employees agrees to abide by these conditions.
9. Amendments - NMA shall have sole authority to interpret and enforce all rules and regulations contained herein, and to make any amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the Presentation Theaters.
10. Give-a-ways - Companies are permitted to distribute from the Presentation Theater, during their assigned time slot only, non-exclusive giveaways in accordance with the [AMA Ethical Guidelines](#), linked here.

In addition, applicants are encouraged to review and adhere to other applicable guidelines and codes of ethics, such as the Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interactions with Healthcare Professionals, Advanced Medical Technology Association (AdvaMed) Code of Ethics on Interactions with Health Care Professionals and the Office of Inspector General's (OIG) Compliance Program Guidance for Pharmaceutical Manufacturers. Pharmaceutical and device companies are reminded to pay special attention to the recently revised PhRMA and AdvaMed Codes, respectively, which prohibit their members from distributing many traditional giveaway items.

Giveaways should be associated with products or services. NMA encourages all applicants to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies. All giveaways must be registered via the online Additional Giveaway / Booth Activities form found in the Exhibitor Service Kit.

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**NMA Annual Convention & Scientific Assembly  
2018 Presentation Theater Application**

Contact Name.....  
Title.....  
Organization.....  
Tel..... Mobile..... Fax.....  
Email..... Website.....  
Address.....  
City..... State/Prov..... Zip/Postal..... Country.....

**Application Requirements:**

The following information needs to be submitted along with this application:

- Title of Presentation Theater to be used in the Convention Program and other marketing materials
- Product/Research being discussed at Presentation Theater
- Brief description of the Presentation Theater
- Faculty (name, title, and C/V/Bio)

**Preferred date and time for Presentation Theater**

Please rank your preferred date and time, 1-2 with 1 being your first choice. Times subject to change based on the final program schedule.

**Lunch Presentation Theater – Exhibit Hall A-3**

Monday      August 13, 2018      11:45 am – 1:45 pm     

Tuesday      August 14, 2018      11:45 am – 1:45 pm     

**Payment in full is due with the Presentation Theater Application/Contract. Payment must be in the form of a credit card or check drawn on a U.S. bank, in U.S. funds, made payable to National Medical Association. Tax ID No. 53-6010805**

My signature below verifies I have read and understood the conditions of this application as well as the rules and regulations. By signing below, I am indicating my company's agreement to be bound by any and all rules and regulations. I further understand and agree to NMA Presentation Theater cancellation policy.

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Send completed application, required documents and payment to:**

NMA Presentation Theaters  
c/o A. Fassano & Company  
461 Route 168, Unit A  
Turnersville, NJ 08012

**Please direct specific**

**inquiries to:**

**INVOICING OR BILLING:**

[Karen Kimakovich,](#)  
+1 856 302 0887

**PRESENTATION  
THEATER:**

[Kathleen Lawrence,](#)  
+1 856 302 0893

**CREDIT CARD AUTHORIZATION FORM**

Credit Card:      Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ AMEX \_\_\_\_\_

Card Number: \_\_\_\_\_

Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
(last 3 or 4 digits from the back of the credit card)

Amount to be Charged: \_\_\_\_\_

Name: \_\_\_\_\_  
(as it appears on the credit card)

*Credit card billing address:*

Company:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Authorized Signature: \_\_\_\_\_

**Email payment ONLY TO:**  
**[processing@AFassanoco.com](mailto:processing@AFassanoco.com)**

**IF MAILING, ADDRESS TO:**  
**NMA 2017 SALES & SUPPORT**  
c/o A. Fassano & Company  
461 Route 168, Unit A  
Turnersville, NJ 08012 USA