

# Exhibitor Theater Rules and Regulations

CSHP offers exhibitors the opportunity to conduct educational programs during Seminar 2010. The purpose and objectives of these programs must be educational in nature and have established guidelines for conducting Exhibitor Theater programs, which are listed below. CSHP will set aside meeting space during Seminar and offer it to exhibitors on a first-come, first-served basis at a fee of \$2,500 per hour.

## Program Approval

The Seminar Management Team will review program content to ensure that it meets all educational criteria. Approvals to conduct Exhibitor Theaters will then be awarded on a first-come, first-served basis, with preference given to those programs offering meal events. **Exhibitor Theater sponsors must also purchase a booth in the Seminar 2010 Exhibit Hall.**

## Assignment of Space

All reasonable efforts will be made to accommodate space requirements.

## Course Materials

The production and distribution of all course materials related to Exhibitor Theaters is the responsibility of the program sponsors, unless otherwise contracted as part of CSHP's program development services. These materials will not be included in the official Seminar syllabus.

## Scope of Participation

Films, video presentations, presentations by speakers or panels, and demonstrations are accepted methods of participation.

## Location

Exhibitor Theaters will be located in the meeting room areas. Sponsors will be contacted with room assignments prior to Seminar.

## Availability

Allocation is on a first-come, first-served basis, with preference given to those programs offering a meal or ACPE accredited events.

## Application Fee

The fee for a Seminar 2010 Exhibitor Theater is \$2,500 per hour. For an additional fee, CSHP may assist with program development and/or the provision of Continuing Pharmacy Education (CPE) credit that satisfies the Accreditation Council for Pharmacy Education's (ACPE) criteria for quality. Payment must be received by CSHP before the sponsor distributes any promotional materials.

## Equipment provided by CSHP

CSHP will provide the meeting room, a lectern, a lectern microphone, speaker's table and chairs. The participating company must obtain additional audiovisual items at their own expense.

## Advertising

All promotional materials to be distributed by the sponsor must be submitted to the CSHP office for approval prior to printing and distribution. If a participating company chooses to publicize its presentation, film, etc, **it may not use the CSHP logo or the name of CSHP as a co-sponsor of the presentation, film, etc.** The only phrase that may be used is: "Presented at the Exhibitor Theater presentation in conjunction with CSHP's Seminar 2010."

Any promotional material distributed by the sponsor must contain the statement: "To attend this program, the attendee must be a paid registrant for CSHP's Seminar 2010."

**Both phrases must appear in at least 10-point, boldfaced font.**

The Exhibitor Theater schedule will be listed in an official program at the discretion of CSHP. Announcement may include the program title, a brief description of the educational content, time and location of presentation, and reference to the sponsoring company annotated to clarify that the sponsor is responsible for providing any continuing education credit. Payment must be received by CSHP before the sponsor distributes any promotional materials.

## Continuing Pharmacy Education Credit

All two-hour Exhibitor Theaters must provide CE credit that satisfies ACPE criteria or is approved by the California State Board of Pharmacy. One-hour Exhibitor Theaters are not required to provide CPE credit, but it is highly recommended to ensure a well attended program.

Continuing pharmacy education credit for Exhibitor Theaters shall be the responsibility of the organization sponsoring the program. For an additional fee CSHP may assist with program development and the provision of CPE credit which satisfies ACPE's criteria for quality.

For organizations having no prior arrangements for providing CPE credit, CSHP will retain the first right of refusal for provision of CPE credit and/or program development services.

Preparation of all meeting and registration materials (e.g., handouts, CPE certificates), as well as pre-registration coordination, is the responsibility of the program sponsor, unless otherwise contracted as part of CSHP's program development services.

## Program Promotion

CSHP will provide the sponsors of Exhibitor Theaters one Excel spreadsheet of Seminar registrants to create mailing labels.

Information on all Exhibitor Theater programs will be featured in all Seminar promotional materials and on the Seminar website.

## Cancellation

In the event an Exhibitor Theater sponsor cancels a reserved block, the sponsor is responsible for full payment. If CSHP is able to find a suitable replacement, a cancellation fee of 25% will be assessed.

## Meal Functions

Exhibitor Theater sponsors are responsible for coordinating and paying for meal functions directly with the Seminar convention property, unless otherwise contracted as part of CSHP's program development services.

**PLEASE MAKE A COPY FOR YOUR RECORDS**