



NEW OPPORTUNITY – Reach Thought Leaders with an AAIC Product Theater Presentation

Based on feedback from exhibitors and attendees, AAIC is excited to introduce Product Theater presentation opportunities. As an exhibitor, your company can present data on a new product or research, conduct a promotional meeting, or highlight a new service/solution during prime exhibit hours.

What's included:

- Theater set-up in the exhibit hall with seating for 75 attendees
- One (1) lead retrieval unit to capture contact information for all presentation attendees
- Audio-visual package to include 55" LCD monitor, laptop, sound system, internet access, and standing podium with microphone
- Signage on-site (see deadline)
- Listing in the AAIC mobile app
- Listing in daily email sent to all attendees for the day of your presentation
- Announcement in the exhibit hall prior to the start of your presentation
- Option to have your promotional roll-up or easel signage at the presentation area the day of the event
- Ability to distribute flyers/handouts at the presentation



Secure your preferred timeslot today!
The AAIC Product Theater program will sell out!

Product Theater Fee:
\$7,500

AAIC Product Theater Reservation Form

To reserve your AAIC Product Theater timeslot, complete the form on the following page and return to:
Greg Andruch, Exhibit Sales Manager,
GAndruch@heiexpo.com,
P: 1.630.929.7972 F: 1.630.434.1216

1. Contact Information:

Company _____

Address _____

City/State/Zip _____

Contact/Title _____

Phone _____

Email _____

2. Please indicate four preferred timeslots (1 being most preferred)*:

Sunday, July 31	Monday, August 1	Tuesday, August 2	Wednesday, August 3
<input type="checkbox"/> 12:30 – 1:15 p.m.	<input type="checkbox"/> 12:30 – 1:15 p.m.	<input type="checkbox"/> 12:30 – 1:15 p.m.	<input type="checkbox"/> 12:30 – 1:15 p.m.
<input type="checkbox"/> 1:30 – 2:15 p.m.	<input type="checkbox"/> 1:30 – 2:15 p.m.	<input type="checkbox"/> 1:30 – 2:15 p.m.	<input type="checkbox"/> 1:30 – 2:15 p.m.
<input type="checkbox"/> 3:30 – 4: 15 p.m.	<input type="checkbox"/> 3:30 – 4: 15 p.m.	<input type="checkbox"/> 3:30 – 4: 15 p.m.	<input type="checkbox"/> 3:30 – 4: 15 p.m.

**Please note that above times are subject to change based on the final AAIC schedule*

3. Please select one of the options below:

☐ Option 1—In-Person Product Theater set-up for 75 attendees—\$7,500

☐ Option 2—Virtual Product Theater Presentation —\$5,000**

**Virtual Product Theaters do not receive the on-site promotional benefits that in-person product theater supporters receive

4. Payment Information:

You will receive an invoice with confirmation of the date and time of your AAIC Product Theater presentation. Full payment is due 30 days from receipt of invoice. All AAIC 2022 Expo Rules and Regulations from your exhibit booth apply.

5. Deadlines for Printed and Electronic Materials:

- May 20, 2022—Title, presenter(s) and program description submitted for event signage
- July 1, 2022—Final title, presenter(s) and program description submitted for mobile app

6. Return to:

Greg Andruch, Exhibit Sales Manager, GAndruch@heiexpo.com, Fax: 1.630.434.1216

For questions regarding the AAIC Product Theater program, contact Greg Andruch, Exhibit Sales Manager, GAndruch@heiexpo.com, Phone: 1.630.929.7972

