

PRODUCT THEATER PRESENTATIONS

REACH THOUGHT LEADERS WITH AN AAIC PRODUCT THEATER PRESENTATION

Sold out in 2023 and back by popular demand, AAIC is excited to offer Product Theater presentation opportunities. As an exhibitor, your company can present data on a new product or research, conduct a promotional presentation 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 printed Meeting Notebook (see deadline)
- Listing in the mobile app
- Mobile app notification prior to the start 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

Enhanced option to include professional A/V team to provide a final recording of your presentation: \$12,500

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



Alzheimer's Association International Conference® 2024
Annual Conference: July 28 – August 1, 2024 | Exhibits: July 28-31, 2024
Pennsylvania Convention Center | Philadelphia, PA

PRODUCT THEATER RESERVATION FORM

1. Contact Information:

Company: _____

Contact Name/Title: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

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

| Sunday, July 28 | Monday, July 29 | Tuesday, July 30 | Wednesday, July 31 |
|-------------------|-------------------|-------------------|--------------------|
| 12:25 - 1:05 p.m. | 12:25 - 1:05 p.m. | 12:25 - 1:05 p.m. | 12:25 - 1:05 p.m. |
| 1:20 – 2:00 p.m. | 1:20 – 2:00 p.m. | 1:20 – 2:00 p.m. | 1:20 – 2:00 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 Presentation—**\$7,500**
- Option 2—In-Person Product Theater Presentation with professional video recording—**\$12,500**
- Option 3—Virtual Product Theater Presentation — **\$5,000****

**Virtual Product Theater presentations are included on the virtual platform only and do not receive the on-site promotional benefits listed above

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 2024 Exhibit Rules and Regulations from your exhibit booth apply.

5. Deadlines for Printed and Electronic Materials:

- **May 24, 2024 – Deadline for inclusion in the printed Meeting Notebook**
- **May 24, 2024**—Title, presenter(s) and program description submitted for event signage
- **July 1, 2024**—Title, presenter(s) and program description submitted for mobile app

6. Return completed form to: Greg Andruch, Exhibit Sales Manager, GAndruch@heiexpo.com, Fax: 1.630.434.1216

For questions regarding the AAIC Product Theater program, contact:
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