



## **ACG 2021 Product Theater Rules and Regulations**

### **LIVE PRESENTATIONS IN LAS VEGAS            \$30,000**

The Product Theater seats 100 attendees in a theater set.

Basic A/V including a monitor, screen, podium with microphone, laptop, aisle microphone and a technician available for the presentation will be provided. The screen will be 16:9 format. No changes may be made to the A/V set-up due to the use of the theater by several sponsors.

Meals are not provided with the sponsorship but may be purchased directly through Mandalay Bay. Menus will be provided in Summer 2021.

Sponsors may not exceed their time slot.

Promotion of any Product Theater (print, web or email promotion) should include the following language: "This event is neither sponsored by nor endorsed by ACG."

Product Theater presentations may not offer CME.

ACG will provide the following marketing support for exhibitors offering a Product Theater presentation:

- Listing in the Final Program (day/time, title, speaker(s), exhibitor name, and a brief one or two sentence description) \*
- Listing in the ACG Meeting News (day/time, title, speaker(s), exhibitor name, and a brief one or two sentence description) \*
- Listed in the Meeting Reference & Exhibit Guide (day/time, title, speaker(s), exhibitor name, and a brief one or two sentence description) \*
- Listing on the ACG meeting website and Official ACG Virtual Conference Platform under Company Sponsored Symposia/Events.
- Complimentary use of ACG's member list, 2020 past attendee list, or the 2021 pre-registration list. Additional lists may be purchased for a nominal fee.
- Listing on signage at the Product Theater as well as at the Exhibit Hall entrance.
- Sponsors may post their own signage (up to 22" x 28" portrait) on a company events wall located at Music City Center. Signs that don't conform to this size may be removed.

\*Title, sponsorship language and description must be received no later than August 20, 2021 for print materials.

Sponsors have the opportunity to record their presentation and post the recording on the official ACG Virtual Conference Platform through March 31, 2022 so virtual only attendees and onsite attendees who may have missed the program have the opportunity to watch. The fee to record and add your presentation to the platform is \$15,000.

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### VIRTUAL PRESENTATIONS                      \$30,000

Sponsors may provide ACG with a link to their Zoom, GoToWebinar or other online presentation platform or ACG can provide you with a Zoom link for your presentation.

The presentation must take place during the assigned day and time. Sponsors may not exceed their time slot.

Promotion of any Product Theater (print, web or email promotion) should include the following language: "This event is neither sponsored by nor endorsed by ACG."

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