

# Special Operations Medical Association's Scientific Assembly (SOMSA) *Product Theater Application*

June 28 - July 2, 2021 Charlotte Convention Center Charlotte, North Carolina

Product Theaters are 20-minute sessions that are designed to provide a focused, high-value live marketing opportunity for exhibitors to reach attendees in a pre-scheduled, private session held in the exhibit hall. Product Theaters provide a forum to gather and discuss issues, specific products, services and/or research findings related to special operations medicine. SOMA recognizes that Product Theaters will be promotional and may concentrate on a specific product or service. These sessions are not approved for continuing education credits.

Hosting a Product Theater at the Scientific Assembly allows exhibitors to:

- Interact with attendees in an intimate theater setting
- Highlight and demonstrate new and existing products
- Provide up-to-date research findings
- Give in-depth product details
- Demonstrate products
- Distribute branded materials

## Product Theater Rules and Regulations

### Fees

The fee to conduct a Product Theater is \$5,000 (per 20-minute program) for exhibitors. Credit card information must be provided with your application. Credit cards will not be charged until approved. Once approved payment must be made in full by check or credit card to secure time slot. If Product Theater is canceled, fees are non-refundable.

### Eligibility

Organizations are required to be exhibitors at the SOMA Scientific Assembly in order to apply for a Product Theater.

### Logistics

The company participating in the Product Theater is responsible for the management and logistics of their demonstration and for payment of additional costs related to the Product Theater, including but not limited to catering, Internet, phone, additional AV or furnishings. SOMSA does not provide logistical support for Product Theaters apart from those outlined in the Exhibitor Prospectus.

### Audio Visual

Visual FX is the exclusive provider of audio visual services. Expenses for additional services and electrical costs incurred are the responsibility of the organization or company, and will be billed directly through Visual FX. The following AV is included with each Product Theater:

- Two (2) Lavalier Microphones
- One (1) Podium Microphone
- LCD Projector
- Projection Screen
- Sound Amplification and Mixer System
- Electricity for the provided AV

### Furnishings

Viper Contractor Services is the exclusive service contractor. Expenses for additional services and additional electrical costs incurred are the responsibility of the organization or company, and will be billed directly through Viper. The following furnishings are included with each Product Theater:

- Lectern
- Standard Theater Seating for 100 people

### Food & Beverage

All catering orders must be made or approved through the Charlotte Convention Center. Catering orders are the responsibility of the company or organization, and will be billed directly through the Charlotte Convention Center. Once approved, catering information will be provided.

### Promotional Brochures and Invitations

All Product Theaters will be listed in the official SOMSA schedule and in the conference app.

SOMA does not endorse, recommend or promote any products or services related to Product Theaters. There can be no implication in any pro-motional materials or handouts that the Product Theater is planned, sponsored by or endorsed by SOMA.

All materials intended to promote Product Theaters, including websites, promotional brochures, invitations, signage and other materials must be approved by SOMA prior to release and distribution. Because changes may be required, it is strongly recommended that review and approval by SOMA occur before printing or production of the materials.

All approved promotional, marketing and other materials used in conjunction with the Product Theaters must contain the following statement in a prominent location and type size on the materials:

"This promotional activity is provided by (company) and is not certified for continuing education credit. The content of this Product Theater and opinions expressed by presenters are those of the sponsor or presenters and not of the Special Operations Medical Association."

### Signage

Included with the Product Theater is the opportunity to brand one meter-board sized sign at the Product Theater designated area (deadlines apply).

One professionally produced sign, not to exceed 30"x40", may be displayed outside the designated Product Theater space. This sign must be supplied by the company.

SOMA does not permit the distribution or placement of presentation flyers or signs in any other area of the meeting hotels or the convention center, with the exception of the company's exhibit booth. SOMA reserves the right to remove and discard signs and flyers of any organization violating this policy. Additional marketing opportunities are available for purchase that may be used to promote the Product Theater.

### Speakers

All speakers and moderators for Product Theaters must be registered for the SOMA Scientific Assembly and must be wearing their SOMSA meeting badge in order to be admitted to the exhibit hall. The organization coordinating the Product Theater is responsible for ensuring all speakers and moderators are registered in advance of the session.

### Limitation of Liability

SOMA will not be responsible for any loss, injury or damage incurred by a company or its contractors and/or its agents in connection with a Product Theater. The company expressly releases SOMA from any and all claims, injury or damage arising from the content, behaviors or any other aspects of the Product Theater.

### Schedule

Product Theaters will be conducted, during times that do not conflict with SOMSA programming and exhibits, according to the schedule listed on the application. There are a total of six (6) slots, each for a 20-minute period. All space and time slots will be scheduled by SOMA. Applications will be processed on a first-come, first-served basis.

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**THIS IS A FILLABLE FORM. Please type the form to avoid data entry errors.**

All forms must be received by May 17, 2021 to be considered.

Exhibiting Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Onsite Contact: \_\_\_\_\_

Onsite Contact Phone: \_\_\_\_\_

Onsite Contact Email: \_\_\_\_\_

Title and Description of Program: \_\_\_\_\_

## ***Preferred Dates***

Below are the dates and times available on a first-come, first-served basis. Please write number 1 to indicate your preferred slot, number 2 to indicate your second choice and so on. Exact start times may be adjusted as the Assembly program is finalized.

Wednesday, June 30

Thursday, July 1

1015

1015

1245

1230

1515

1515

Each company is limited to one slot; if slots are not filled by the deadline date, companies will be notified on a first-come, first-served basis to conduct an additional session at the advertised fees.

I have read and understood this agreement, and serve as an authorized agent for the applicant company.

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

Mail or overnight completed registration form and appropriate fees to:

SOMA Executive Office  
4400 College Boulevard, Suite 220  
Overland Park, KS 66211

Questions? Contact Stephanie Newman at  
[snewman@kellencompany.com](mailto:snewman@kellencompany.com) or 913-222-8641.

