



## **Product Theater Frequently Asked Questions**

### **How is space assigned?**

Product theater applications are reviewed for acceptance on a first-come, first-served basis. It is best to submit applications early in the process.

### **What is the expected attendance?**

In a live setting we typically have over 10,000 professionals. In 2020 we held the meeting virtually and hosted 14,700 virtual meeting attendees. Looking forward to 2021, we have the opportunity to reach a broader audience in a hybrid model.

### **Can you tell me how many conference attendees can typically be accommodated at a product theater at this virtual conference?**

This is completely dependent upon your marketing facilitation/bandwidth and based on topic, promotion, and advanced registration. You are responsible for promotion of your specific product theater.

### **Are the product theaters listed in the AAP National Conference Website?**

All product theater presentations will be listed on the conference website, on the product theater page. This includes location/time, the title, company name and a link to your website. The link will be provided by the product theater company to direct attendees to your event site.

### **Where will the product theaters be promoted?**

- Tile within the AAP virtual conference platform on exhibits home page promoting product theaters.
- Exhibit booth profile to continue promotion of your product and services.
- All product theater presentations will be listed on the conference website, on a product theater page.
  - Listing on the conference website includes location/time, the title, company name and a link to your event site.
- Each group will be provided one-time access to use our attendee mailing list of addresses, we typically release this 4-weeks prior to the meeting.
- AAP will promote the product theater (along with exhibitors and symposia) in an email to attendees in the weeks leading up to the meeting.

### **What conditions affect the success of a product theater?**

The success of a product theater is based on many things: the type of product theater offered/topic area, and any activities that are promoted to advance registrants and on-site registrants. It is recommended that you offer advance registration for your product theater.