

Modal Pop-up Test

Meet with attendees and key decision makers to share your new research outcomes, discuss your clinical protocols, and conduct product demonstrations of your new products and services. Product Theatre sessions are 30 minutes in length and will be held in a designated area(s) in the exhibit hall, which is set up in theater style for 50 attendees. No other sessions of the scientific programme will run in parallel but may run concurrent with other corporate sponsors.

Product Theaters provide a high value, live educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas

Located in the Exhibit hall, Product Theatre provides an opportunity to:

- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give product details in-depth.
- Demonstrate products.
- Distribute branded materials.
- Only 2016 Supporters/Exhibitors are eligible to support a Product Theater. □

Hybrid

Meet with attendees and key decision makers to share your new research outcomes, discuss your clinical protocols, and conduct product demonstrations of your new products and services. Product Theatre sessions are 20 minutes in length and will be held in a designated area in the virtual and/or physical exhibition hall.

Product Theaters provide a high value educational opportunity

for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products and therapeutic areas.

Located in the Exhibition hall, both physically and virtually, Product Theatre provides an opportunity to:

- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give product details in-depth.
- Demonstrate products.
- Support will be acknowledged in the Industry Support and Exhibition section, on the event website, virtual platform and mobile application.

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