



Innovation Theaters at SAM 2022

Innovation Theaters are dedicated engagement areas that provide a learning opportunity (information on your products or services) to reach a targeted audience.

Depending on the needs of the sponsoring company, Innovation Theaters allow for company representatives, researchers, or designees to discuss patient educational issues, research, products or to conduct demonstrations.

While an Innovation Theater can be an extension of your exhibiting efforts, it will typically require similar efforts to those of a successful exhibit booth. **Set goals, pre-market, create educational content, and complete follow-up.** Again, a bit simplified, but it demonstrates and highlights many of the very same tasks necessary to produce a successful exhibit booth program.

Please be advised of the following:

- Designated meeting facilities have been identified to host these ancillary sessions.
- Sessions are priced at \$1,000, with each session scheduled for 30 minutes.
- Industry partners may register for a maximum of two 30-minute sessions.
- Please be advised that space is limited.
- No wet or cadaver labs, please. The space provided will not lend itself to these types of presentations.
- Craft the title of your Innovation Theater carefully in order to illicit interest and encourage engagement.
- Innovation Theaters will be included in the SAM 2022 program and in pre-event marketing materials. Industry Partners are encouraged to develop marketing materials (i.e. flyers, invitations) and may forward materials to FPMA for distribution to registered SAM attendees.
- Lead Retrieval capabilities are available for a \$150 fee. This feature will allow for easy capture of attendee contact information via the FPMA Mobile App.

Should you have any questions, please contact FPMA directly at 850.224.4085 or admin@fpma.com

Thank you for your consideration. We look forward to seeing you at SAM 2022!