

# Innovation Learning Lab Guidelines

## Requirements for Innovation Learning Labs

- Innovation Learning Labs are only available to exhibiting companies.
- Innovation Learning Labs are considered promotional activities and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Continuing education credit may not be offered for Innovation Learning Labs.
- Food and beverage service may be provided for attendees but it is not required.
- The sponsor or the sponsor's designated third-party meeting planning organization is responsible for all aspects associated with the planning, promotion, and management of the Innovation Learning Lab and for payment of all additional costs related to the Innovation Learning Lab, including but not limited to catering, audiovisual equipment, electrical services, and labor.

## Application Process

- Innovation Learning Labs may only be conducted upon approval by ASHP. Companies wishing to sponsor an Innovation Learning Lab should contact John Barrett, at [jbarrett@spargoinc.com](mailto:jbarrett@spargoinc.com), for the online application. The timeslots cannot be held. The slot is confirmed once the online application and payment are submitted and successfully processed. Space is limited for this activity and an early submission is recommended to secure the preferred slot.
- Applications will be accepted from meeting planning or other third-party companies only if accompanied by a letter on the sponsor's letterhead confirming sponsorship of the Innovation Learning Lab and authorizing the company to act on the sponsor's behalf.

## Fees

The fee to conduct an Innovation Learning Lab is \$5,000 (per 15 minute program).

## Schedule and Location

Innovation Learning Labs will be conducted according to the schedule below. There are seven slots available. All Innovation Learning Labs will be held at the convention center. All space and time slots will be scheduled by ASHP. Applications are accepted on a first-come, first-served basis.

The Lab includes: theater seating for 50 people, lectern, riser and one easel.

Date	Time		Location
Sunday, June 8, 2025	5:15 p.m.	5:30 p.m.	Exhibit Hall A, Charlotte Convention Center
Sunday, June 8, 2025	5:45 p.m.	6:00 p.m.	Exhibit Hall A, Charlotte Convention Center
Monday, June 9, 2025	10:30 a.m.	10:45 a.m.	Exhibit Hall A, Charlotte Convention Center
Monday, June 9, 2025	11:15 a.m.	11:30 a.m.	Exhibit Hall A, Charlotte Convention Center
Monday, June 9, 2025	12:45 p.m.	1:00 p.m.	Exhibit Hall A, Charlotte Convention Center
Tuesday, June 10, 2025	11:15 a.m.	11:30 a.m.	Exhibit Hall A, Charlotte Convention Center
Tuesday, June 10, 2025	12:45 p.m.	1:00 p.m.	Exhibit Hall A, Charlotte Convention Center

## Audio Visual

ASHP will provide a standard AV set including: 55" monitor, laptop and wired lavalier microphone. Additional microphones, computers, lighting, other equipment and any labor fees, may be added to the existing AV set at the sponsor's expense through Encore, ASHP's exclusive provider of audiovisual equipment.

## Promotion and Marketing

- All materials intended to promote Innovation Learning Labs, including websites, broadcast e-mail messages, promotional brochures, invitations, signage, and other materials, must be approved by ASHP prior to release and distribution. As changes may be required, it is strongly recommended for review and approval by ASHP occur before printing or production of the materials.

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

"This Innovation Learning Lab is conducted at the ASHP Pharmacy Futures 2025 and is a promotional activity provided by (sponsor) and is not certified for continuing education credit. The content of this Innovation Learning Lab and opinions expressed by presenters are those of the sponsor or presenters and not of the American Society of Health-System Pharmacists. "

- No other phrase or reference to ASHP or the ASHP Meeting is permitted on Innovation Learning Lab materials. The ASHP logo or ASHP meeting graphics may not be used on Innovation Learning Lab materials. The words "education," "educational," or "symposium" may not be used in any presentation titles or on any Innovation Learning Lab materials.
- The ASHP meeting registration bag insert opportunity may be used to promote your Innovation Learning Lab. Contact the ASHP Exhibits Team at [ashpexhibits@jspargoinc.com](mailto:ashpexhibits@jspargoinc.com) for details and purchase information.
- The ASHP attendee postal mailing list opportunity may be used to promote your Promotional Theater. Contact InFocus Marketing at [sales@infocusmarketing.com](mailto:sales@infocusmarketing.com) and for [details and purchase information](#).
- Additional [advertising and marketing opportunities](#) are available to promote Innovation Learning Labs.

## Signs

One professionally produced sign, not to exceed 30" x 40", may be displayed outside the assigned meeting space. ASHP

does not permit the distribution or placement of presentation flyers or signs in any other area of the meeting hotel, with the exception of the sponsor's exhibit booth. ASHP reserves the right to remove and discard signs and flyers of any organization violating this policy. See the "Promotion and Marketing" section for additional copy guidelines.

## **Speakers**

Meeting badges are not included in the promotional theater cost. All speakers, moderators and organizer's staff for Innovation Learning Labs must be [registered](#) for the ASHP Pharmacy Futures 2025 and must be wearing their ASHP meeting badge in order to be admitted to the assigned space. Meeting badges are not included in the promotional theater cost. The organization coordinating the Innovation Learning Lab is responsible for ensuring all speakers and moderators are registered in advance of the session. A one-day meeting registration rate is available.

## **Changes/Withdrawals**

Changes to assigned time slots must be requested in writing to ASHP at [mrasnicktyler@ashp.org](mailto:mrasnicktyler@ashp.org) and will be accommodated only if the requested time slot is available. The timeslots noted above have been approved by ASHP and may not be modified. There will be no refunds for programs cancelled after March 7, 2025. For programs that are withdrawn by the sponsor before March 7, 2025, the 50% non-refundable deposit retained by ASHP, and the balance returned to the sponsor.

## **Limitation of Liability**

The ASHP, the Charlotte Convention Center and the will not be responsible for any loss, injury or damage whatsoever arising, which may occur to a sponsor or his contractors and/or its agents in connection with an Innovation Learning Lab. The sponsor expressly releases ASHP and the Charlotte Convention Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Innovation Learning Lab.

## **Additional Information**

For questions or additional information, contact Michelle Rasnick Tyler at [mrasnicktyler@ashp.org](mailto:mrasnicktyler@ashp.org)