

Innovation Learning Lab Guidelines

Requirements for Innovation Learning Labs

- Innovation Learning Labs are only available to companies exhibiting at the 2024 ASHP Midyear Clinical Meeting & Exhibition.
- 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 john.barrett@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 per program fee to conduct a 15-minute Innovation Learning Lab is \$9,000 on Monday/Tuesday and \$8,000 on Wednesday.

Schedule and Location

Innovation Learning Labs will be conducted according to the schedule below. There are six 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 room set includes: seating for 50 people, lectern, riser, registration table with two chairs and one easel.

Date	Time		Location
Monday, December 9, 2024	11:15 a.m.	11:30 a.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Monday, December 9, 2024	12:15 p.m.	12:30 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Monday, December 9, 2024	12:45 p.m.	1:30 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Monday, December 9, 2024	1:15 p.m.	1:30 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Monday, December 9, 2024	1:45 p.m.	2:00 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Monday, December 9, 2024	2:15 p.m.	2:30 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Tuesday, December 10, 2024	11:15 a.m.	11:30 a.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Tuesday, December 10, 2024	12:15 p.m.	12:30 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Tuesday, December 10, 2024	12:45 p.m.	1:30 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Tuesday, December 10, 2024	1:15 p.m.	1:30 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Tuesday, December 10, 2024	1:45 p.m.	2:00 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Tuesday, December 10, 2024	2:15 p.m.	2:30 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Wednesday, December 11, 2024	12:45 p.m.	1:00 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center
Wednesday, December 11, 2024	1:15 p.m.	1:30 p.m.	Exhibit Hall D-F, Ernest N. Morial Convention Center

Audio Visual

ASHP will provide a standard AV set including: 50" monitor, laptop and wired podium 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, the exclusive provider of audiovisual equipment for the Pharmacy Futures meeting.

Promotion and Marketing

- All materials intended to promote Promotional Theaters, 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 Lab must contain the following statement in a prominent type size and location on the materials:

"This Innovation Learning Lab is conducted at the 2024 ASHP Midyear Clinical Meeting & Exhibition 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 Promotional Theater 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@spargoinc.com 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 learning lab cost. All speakers, moderators and organizer's staff for Innovation Learning Labs must be [registered](#) for the 2024 ASHP Midyear Clinical Meeting & Exhibition and must be wearing their ASHP meeting badge in order to be admitted to the assigned space. Meeting badges are not included in the cost. The organization coordinating the activity 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 ashpexhibits@spargoinc.com 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 September 13, 2024.

Limitation of Liability

The ASHP, the Ernest N. Morial 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 Ernest N. Morial 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 mrasnickyler@ashp.org or John Barrett at john.barrett@spargoinc.com.