AACE 2024

HYATT REGENCY NEW ORLEANS NEW ORLEANS, LA | MAY 9-11, 2024

Sponsorship Prospectus

WE ARE AACE.

Founded in 1991, the American Association of Clinical Endocrinology (AACE), is a global, inclusive community of more than 5,700 endocrine-focused clinical members, affiliates, and partners from every walk of professional life.

OUR MISSION IS ELEVATING THE PRACTICE OF CLINICAL ENDOCRINOLOGY TO IMPROVE GLOBAL HEALTH.

OUR VISION IS ACHIEVING HEALTHIER COMMUNITIES THROUGH ENDOCRINE INNOVATION, EDUCATION, AND CARE.

AACE is the trusted voice of clinical endocrinologists, primary care physicians and other health care professionals who treat patients with endocrine conditions and disorders such as: diabetes, thyroid dysfunction, obesity, osteoporosis, growth disorders, lipids, adrenal, metabolism, and sexual function and reproduction.



RULES AND REGULATIONS





AACE Annual Meeting will be held May 9-11, 2024, at the Hyatt Regency New Orleans in New Orleans, Louisiana. The meeting will focus on diabetes and technology, bone and parathyroid, thyroid, cardiometabolic and lipids management, nutrition and obesity, and pituitary, adrenal, gonad, neuroendocrine. The 2024 meeting will have an emphasis on the future of endocrinology. New advances in endocrinology are shaping the work of our community members and the patients they treat.

At the Annual Meeting, attendees will:

- Discuss the latest scientific and clinical discoveries in the field of endocrinology, diabetes, and metabolism.
- Apply newfound knowledge to the diagnosis and management of patients with disorders of endocrinology, diabetes, or metabolism for improved patient outcomes.
- Assess the potential applications of emerging scientific advances that affect the practice of endocrinology.
- Explain to your patients the latest clinical treatment options in endocrine health.

VENUE: Hyatt Regency New Orleans 601 Loyola Avenue New Orleans, LA 70113

The 2024 AACE Annual Meeting is structured to provide relevant clinical education for practicing endocrinologists, fellows, primary care physicians, physicians assistants, nurse practitioners, nurses, diabetes care and education specialists, clinical pharmacists, registered dietitians, and others in the endocrine care team.

Attendees will have access to an estimated 16.25 CME/CE/MOC on-site and a total of 53.25 CME/CE/MOC on-demand.



WEBSITE

FLOOR PLAN

CONTRACT/APPLICATION

RULES AND REGULATIONS

AACE LEARNING ZONE 2024

- 100% Dedicated Expo Time
- Ribbon Cutting Ceremony for Learning Zone (Expo Hall) after Keynote Address
- Welcome Block Party in Learning Zone (Expo Hall)

AACE Learning Zone will contain:

- Professional Meet-up Areas
- E-Posters with Guided Presentations
- Educational Games
- Corporate Activations & Booths
- Multiple Lounge Spaces
- Wellness Activities
- Coffee Stations
- Lunch Concessions and Dining
- Learning Lab Stages
- Opening Welcome Block Party
- Cafe Du Monde Activation
- Ribbon Cutting Ceremony
- Collaboration Station
- Meeting Pods
- 100% Dedicated Expo Hours

Space in the AACE Learning Zone is limited to just a few select companies. Once all spaces are sold, new spaces will not be added. Do not miss your chance to align your organization with AACE and connect with leaders in the endocrinology field.

Become an AACE Annual Meeting sponsor and connect with leading endocrinology professionals in New Orleans in May 2024. Over 1,800 learners, including endocrinologists, physicians, physician assistants, nurse practitioners, nurses, primary



care physicians and clinical pharmacists, certified diabetes educators and more, will be in New Orleans to experience firsthand the latest scientific advancements in the field of endocrinology and learn how these innovations can help improve health for patients globally.

CONTENT FOCUS AREAS:

- Adrenal, Bone & Parathyroid
- Diabetes and Diabetes Technology
- Cardiometabolic and Lipids Management
- Nutrition & Obesity
- Pituitary & Neuroendocrine
- Thyroid and Thyroid Procedures





AACE 2024 LEARNING ZONE SCHEDULE

Thursday – Live Event Day 1	9:45 AM – 5:30 PM
Opening Welcome Block Party	4:30 PM – 5:30 PM
Product Demos in Booths	10:00 AM – 10:30 AM
Friday – Live Event Day 2	10:00 AM – 4:30 PM
Product Demos in Booths	10:00 AM – 10:15 AM

AACE ANNUAL MEETING PACKAGES

VISIONARY PACKAGE	LEADER PACKAGE	ENGAGEMENT PACKAGE
\$160,000	\$88,000	\$20,000
Learning Zone Activation (20' x 20')	Learning Zone Activation (20' x 10')	Learning Zone Activation (10' x 10')
 10 Premium Meeting Registrations (Includes tickets for President's Party) 	5 Premium Meeting Registrations (Includes tickets for President's Party)	3 Premium Meeting Registrations (Includes tickets for President's Party)
15 Learning Zone Only		Passes (For Staff)
Sponsor Listing with C Event Website and Mc		Company Description on Mobile App
Sponsor Recognition c		n on Onsite Signage
Post Event Mailing List		st ist
 60-Minute Lunch Product Theater \$45,000 (45-min presentation/Sponsor Purchased Lunch Required) 	 45-Minute Product Theater \$40,000 (Option to purchase refreshments) 	
Private, Branded Meeting Pod	Private Meeting Room	
Ribbon cutting ceremony participation with one company representative and ribbon logo placement		
President's Party Sponsor		
2 Invites to Private Lunch with select BOD Members		
Complimentary Bag Insert		
 Choice of Sponsored Activity (Yoga, Meditation, Walking Tour) 		THE WAY
Premium Sponsor Placement		
Access to Registration List Pre Event (data analysis only)		
List of Registered Attendees with Email Addresses for Post Event Follow-Up		The Mary
AACE.com Website Banner Ad		

À LA CARTE SPONSORSHIP OPPORTUNITIES

EDUCATIONAL & THOUGHT LEADERSHIP PRESENTATIONS

Product Theaters | *Limited Availability!* \$20,000 - \$45,000

These presentation opportunities offer a premium guarantee of getting in front of this hard to reach audience as they run during dedicated times, unopposed to CME content. Time spots are open to all topics and format of choice. Format ideas include



but are not limited to lectures, case discussions, panels, and interactive workshops. Your presentation will be open to all attendees and will be included on the event website, mobile app schedule and pre-event AACE emails. Option to serve refreshments. Includes standard AV set-up (riser, projector, screen, microphone, and AV tech).

Choose the duration that works best for your presentation: 20-minutes (\$20,000), 45-minutes (\$40,000), 45-minute lunch spot (\$45,000).

Lunch spots: Highly coveted lunch spots require sponsor to order food and beverage. Responsibility of F&B costs are of the sponsor. Lunch spots are scheduled for 60 minutes total. The first 15 minutes are used to serve meals. Your 45-minute presentation will follow.

CME-Certified Satellite Symposia | *Limited Availability!* \$50,000*-\$60,000

New time options available! Host a CME-certified satellite symposium at the time that works best for you. Your symposium will be open to all attendees and will be included on the event website and mobile app schedule. No more than 2



symposia will run concurrently. Includes ownership of meeting room and standard AV set-up (riser, projector, screen, microphone, and AV tech). Option to purchase additional AV and furniture.

Available time spots:

- Wed 6:30 PM-8:00 PM (dinner served at 6:00 PM)
- Thurs 7:30 PM-9:00 PM (dinner served at 7:00 PM)
- Fri 6:00 AM-8:00 AM (breakfast required)
- Fri 5:00 PM-6:00 PM* (no F&B required)

WEBSITE

FLOOR PLAN

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RULES AND REGULATIONS

Educational Seminar | *Limited Availability!* \$30,000 per seminar

Provide face to face training, thought leadership or education in a classroom environment. This unique opportunity includes a breakout room for your strategically scheduled session of 45 minutes. AACE will promote to attendees



in pre-event emails, event website and mobile app schedule. Sponsor is responsible for all costs related to shipping, furniture rental, AV services, classroom security, decoration, etc. Education content to be approved by AACE for this opportunity.







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AACE LEARNING ZONE

Diversity, Equity, Inclusion & Belonging (DEI&B) Workshop & Reception | *Exclusive Opportunity*! \$15,000

Today's environment calls all of us, and our institutions and practices, to take a critical look at how to better connect with our patients and colleagues and the importance of diversity, equity, inclusion, and



belonging. All attendees are welcome to participate in the 75-minute evening workshop. This is a unique opportunity to sponsor the entire workshop as well as the reception. This will be the perfect setting to network and get your company front and center with influential leaders. Sponsor will receive recognition on signage, website, and pre-event emails. Sponsor receives 8 tickets for team members to participate in the workshop. Additionally, sponsor can speak for 5-minutes prior to the start of the session and introduce Emcee for the workshop.

Headshot Lounge | *Exclusive per day* \$10,000 (one-day) or \$15,000 (for both)

Open to all attendees, the headshot lounge is a popular destination at AACE. As a sponsor, attendees will first need to visit your booth to pick up a voucher that can be redeemed for their professional headshot.



Choose to sponsor Thursday or Friday for \$10,000 each or sponsor both days for \$15,000.

Offerings are subject to change. Images for sample purposes only.

Coffee Bar Sponsor | *Exclusive Opportunity!* \$10,000

Sponsor the Learning Zone Coffee Bar and get your organization front and center while attendees take a break from their sessions. Sponsor's branding will remain front and center at coffee bar during all Learning Zone hours. Sponsor



can supply branded cups/napkins (rights only) and network with attendees during coffee breaks.

Charging Banks | *Limited Availability!* \$5,000 for 1 \$8,000 for 2

These days, staying charged means staying connected. Provide attendees with a comfortable place to charge in the Learning Zone. Sponsorship includes fully branded charging bank. Onsite location to be determined by AACE. Artwork due by April 1, 2024

Private Meeting Nooks | *Limited Availability!* \$15,000

Conveniently located in and around the Learning Zone, these innovative meeting pods are the perfect place for your team to conduct meetings, informal presentations, or interviews with attendees. Sponsor



receives ownership of space during Learning Zone hours. AACE will brand space with sponsor logo. Additional branding can be purchased. Company must also purchase a Learning Zone space.

Private Meeting Room | Limited Availability! \$10,000 ONLY ONE LEFT

Rent a fully private meeting room for the duration of the meeting (carpeting, ceiling, locking door, and HVAC). Room will come furnished with 2 roundtables. Alternate standard furniture can be provided upon request. Vendor is responsible for all



costs related to shipping, furniture rental, AV services, security, and all other exhibition services (electrical, decoration, etc.).

Attendee Experience \$5,000

Provide attendees with a memorable experience in NOLA. Attendees will first need to stop by your booth to pick up a voucher to participate. Experience will be listed on the event schedule, with recognition

to sponsor. Lead scanning permitted at experience. Sponsor can choose experience of choice; first come first serve. Options include:

- Mindful Yoga Session
- Dance Cardio Session
- NOLA walking tour



Registration Sponsor *Exclusive Opportunity!* \$15,000 **SOLD OUT**

All attendees will visit the registration site and receive a confirmation email. Your ad will appear on the right-hand side of our event registration site. Your banner will appear on all registration confirmation



emails (sent once individual has registered) AND checkin emails (sent week of Annual Meeting). Attendees often reference their confirmation and check-in emails multiple times before the event. This is an exclusive, high exposure opportunity!

NEW! Puppy Park | Exclusive Opportunity! \$10,000 SOLD OUT

The AACE Puppy Park will be a must-stop destination in the Learning Zone, providing attendees with a chance to unwind and relax among adorable puppies. Puppies will be adorned with sponsor branded bandanas. Sponsor's branding will remain front and center at Puppy Park during all open hours. A percentage of the sponsorship fee will be contributed to the local shelter providing the puppies. Attendees will first need to stop by your booth to pick up a voucher to participate. Puppy Park hours will be listed on the event schedule, with recognition to sponsor. Lead scanning permitted at Puppy Park.





WEBSITE

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NEW! Fill it Forward Sponsorship | Exclusive Opportunity! Call for Pricing

Sustainability has become a leading global initiative. Help our attendees stay hydrated while giving back with this forward thinking opportunity. Every bottle comes with a QR code printed on the side. Attendees will scan each time they refill to make their impact even after they get home! Every scan will open to display the real time impact and unlock a donation to a global charity project. The sustainable water bottles will be co-branded with AACE and sponsor logo.

NEW! Carbon Offset Sponsorship | Exclusive Opportunity! \$6.000

The Carbon Offset Sponsor provides Green-e[®] Climate certified carbon offsets to reduce the impact of attendee travel. The Carbon Offset Sponsor will be recognized by an emcee during Opening Ceremony, on pre-show emails, onsite signage and website. Sponsor also receives a dedicated post event email with the summary of the impact and two full-conference passes.



ONSITE BRANDING OPPORTUNITIES

Hotel Key Cards | *Exclusive Opportunity!* \$20,000 **SOLD OUT**

Make a great first impression. Customized hotel keycards with your personalized design will be distributed to all attendees upon check-in at Hyatt Regency New Orleans, AACE's meeting venue and headquarter hotel. (Includes



branded custom key cards.) Add the key card sleeves for \$4,000 more.

SOLD OUT

Escalator Clings \$25,000-\$30,000

Attendees will use the escalators to navigate between the different meeting areas. The escalators are prominently located within the Hyatt Regency New Orleans, AACE's meeting venue and headquarter hotel. Sponsorship

includes production of the clings, installation, and removal. Escalator Options:

- Hotel Lobby (L1) to Registration and Learning Zone (L2)
- Registration and Learning Zone (L2) to Breakout Sessions (L3)

Deadline for artwork is April 1, 2024

*If artwork for printed branding (meterboards, framed graphics, carpet decals, escalator/elevator clings, etc.) is received after the deadline of April 1, 2024, a 10% late fee will be added to rate.

Empire Ballroom Foyer Rail Cling Exclusive Opportunity! Single-Sided \$7,000 Double-Sided \$11.000

This opportunity is hard to miss as it can be seen by attendees riding the escalators from the Lobby to L2 and as they enter and exit the Learning Zone. *Deadline* for artwork is April 1, 2024



Empire Ballroom Foyer Window Clings **SOLD OUT** Two available \$6,500

Attendees will take notice of your messaging as they enter and exit the Learning Zone. Opportunity includes three 79"W x 41"H clings. *Deadline for artwork is April 1, 2024.*



Starbucks Foyer Column | Exclusive Opportunity! \$10,000

Prominent location outside of Starbucks. Seen by the attendees walking through L2 meeting space. Includes 4 sides. *Deadline for artwork is April 1, 2024*



Meeting Bag Inserts \$4,000

Place your promotional material or item directly into all attendees' hands. Limitation on size apply, and items must be submitted to AACE for approval. Examples of acceptable inserts are promotional brochures (no catalogs or publications), postcards, flyers and other printed material. Examples of items include pens, USB flash drives and luggage tags. Sponsor responsible for production and shipping costs.





WEBSITE

FLOOR PLAN

CONTRACT/APPLICATION

TVA

RULES AND REGULATIONS

Meter Boards One | \$1,750 Two | \$2,500

Promote your brand, product information or onsite presentation on a prominently displayed meter board sign! Sponsorship includes production of your sign(s), installation, and removal. Deadline for artwork is April 1, 2024



Custom Carpet Decals

- One 2'x2' Floor Cling or One Pair of Footprints Decal | \$3,000
- Two 2'x2' Floor Clings or Two Pairs of Footprints Decals | \$5,000

Direct attendees to your booth with custom, branded



footprints or floor cling strategically placed to lead attendees right to you. Sponsorship includes production of decal, installation, and removal. Sponsor provides artwork. *Deadline for artwork is April 1, 2024*

NEW! Framed Graphic Installations Individual Panels: \$4,000 Set of 3: \$10,000

Located outside of the L3 Education rooms, these prominently located framed installations are unique to the Hyatt Regency New Orleans. A limited number of installations are available. Secure your spot soon! Sponsor provides artwork. Deadline for artwork is April 1, 2024

Offerings are subject to change. Images for sample purposes only.





DIGITAL BRANDING OPPORTUNITIES

Wi-Fi Sponsor | *Exclusive Opportunity!* \$20,000

Your support will allow attendees the ability to enjoy free wireless internet in meeting rooms and common areas. In addition to a custom landing page, your company name and corporate logo will appear on onsite signage,



recognizing your support of this much-valued service.

Mobile App Splash Screen | *Exclusive Opportunity!* \$15,000

Each time the app is launched, your support of the mobile app is recognized on the splash screen. The app is used to access the schedule, credit claiming, slides, and much more! Mobile app opened over 3,000 times with 1,100+ individual users in 2023!

Event Platform Rotating Banner Ad | *Limited Availability!* \$6,000

Attendees start visiting the event platform well in advance of coming onsite. Sponsor's ad will be featured in a prominently placed rotating banner on platform homepage. Limited to 5 sponsors.



AACE.com Rotating Banner | *Limited Availability!* \$4,000

AACE.com is the first destination for most of our attendees pre-event. Your ad will rotate with no more than 2 others on the Annual Meeting homepage on AACE.com.



Mobile App Push Notification \$6,000 each SOLD OUT

Four Opportunities Available

Drive traffic to your booth, promote a product theater or make a special announcement with a sponsored push notification. Over 90% of our attendees download our event mobile app. 231 character limit including header and body.

Show Day Email Banner or Sponsor Highlight | Exclusive Per Email \$7,500 each

Have your ad displayed and provide a company update for a sponsored highlight in our Know Before You Go, Wrap Up, or daily event emails. Only one banner ad and one highlight section will be featured in each email. Reserve your spot while it is still available!

- Know Before You Go Email WeekSOLD OUT
- Day 1 Email May 9
- Day 2 Email May 10
- Day 3 Email May 11
- Wrap Up Email May 13

One or Two Week Out Email Banner or Sponsor Highlight | *Exclusive Per Email* \$5,000 each

Opportunities to advertise or create a sponsored highlight are available in the email newsletters being sent to all registered attendees. Newsletters will be sent both one and two weeks out from the start of the meeting.

Member Brief Email Banner or Sponsor Highlight | Exclusive Per Email \$7.500

AACE Member Briefs are sent to the full AACE community of 30,000 weekly every Tuesday. Choose to be featured on a Tuesday in April, May, or June.



2024 AACE ANNUAL MEETING SESSIONS

We invite industry supporters to come and engage with our diverse group of attendees via Interactive Sessions, AACE Learning Zone, Satellite Symposia, Product Theatres, and other sponsorships and advertising opportunities.

AACE Annual Meeting 2024 Sessions include, but not limited to:

Keynote & Plenary Sessions: These are the Rockstars of the AACE Meeting. These world renowned experts will share with attendees the latest thought leadership in the field of endocrinology.

Interactive Symposium: This is a 1.5-hour session with 3 speakers and 1 moderator. The use of tools and technology and other resources is encouraged to engage the audience such as case-based learning, polling questions using our audience response system, games, and other forms of learning. Disease State Network Year-In-

Review: This is a 1-hour session with 2-3 speakers of each Disease State Network (DSNs) to present a recap on the most important events and publications in their specific disease state. Disease State Networks include Bone and Parathyroid, Diabetes, Cardiometabolic and Lipids Management, Nutrition and Obesity, Pituitary, Adrenal, Gonad, and Neuroendocrine and Thyroid.

Meet the Expert: This is a 1-hour session with 1 speaker and 1 moderator that will address an important education need in endocrine care.



Case-Based Learning Discussions (**CBLDs**): This is a 1-hour interactive session that will include no more than 3 speakers and 1 moderator. The speakers and moderator will offer 1-2 patient cases and use polling questions and ARS technology to further engage the participants in the learning experience.

Simulation Enhanced General

Sessions (SEGS): These hands-on workshops will allow participants to immerse themselves into skillsbased practice sessions on medical devices that are important to the diagnosis and management of endocrine patients.

- Thyroid Ultrasound Fundamentals
- Thyroid Ultrasound Advanced
- Diabetes Technology
 Fundamentals
- Diabetes Technology Advanced
- Bone Procedures (DXA, FRAX)
- Other

AACE Talk Show Stage: 2+ Speakers are more interesting than 1! Attendees will hear from 2 or more presenters participate in debates, case discussions, panel talks and more.

NEW! Point-Counterpoint Debate:

A field as large as endocrinology brings segmented views and the goal of these discussions is to give the audience a deeper understanding on the nuanced points of view within our field while perhaps changing a few minds. Come to the session ready to debate controversial topics in Endocrinology. We want to flush it out!

NEW! Featured Talks:

AACE is known for their elevated speakers. These high-level talks will address key issues and hot topics faced in endocrinology today.

Collaboration Station:

Located in the Learning Zone, this intimate stage focuses on speaker + audience engagement and can be seen hosting post lecture deep dives with plenary speakers and more.

WEBSITE

FLOOR PLAN

CONTRACT/APPLICATION

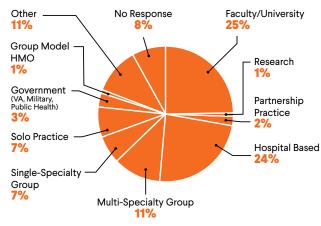
RULES AND REGULATIONS

PLAN

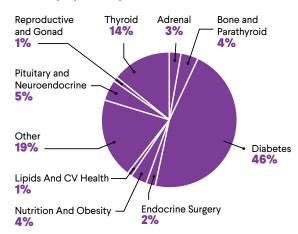
AACE ANNUAL MEETING 2023 DEMOGRAPHICS

WHO ATTENDS?

Primary Practice



Primary Specialty



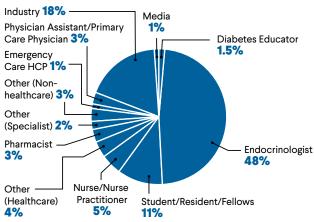
2023 INDUSTRY SPONSORS

Abbott AbbVie Alexion Pharmaceuticals. Inc. Amgen Amneal Pharmaceuticals Amryt Pharma Ascendis Pharma **Corcept Therapeutics Crinetics Pharmaceuticals** Dexcom **Early Alert Canines** Eli Lilly and Company GoodRx Horizon Therapeutics HRA Pharma Rare Diseases Hygieia Insulet

Interpace Diagnostics Ionis Pharmaceuticals Neurocrine Biosciences, Inc. Novo Nordisk, Inc. Ochsner Health Progenics, a Lantheus Co. Provell Pharmaceuticals, LLC Provention Bio. Inc. **Radius Health** Recordati Rare Diseases, Inc. RGS Healthcare/Save Your Thyroid Salix Pharmaceuticals Sonic Healthcare USA/ Thyroseq Veracyte **Xeris Pharmaceuticals**

DIGITAL AD STATISTICS IN 2023: Event Mobile App 1,147 Users 2,227,191 Reach Event Platform Banner Ads: 8,372 Impressions AACE Member Brief Reach: 30,000+ Recipients

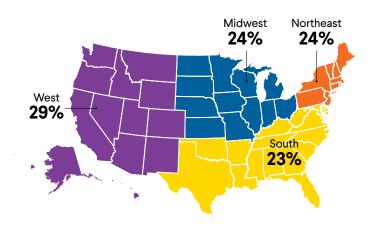
Professional Status



2023 ATTENDANCE

1,639 Total 2023 Attendance

495 First Time 49 States 43 Countries



FLOOR PLAN

TRAFFIC GENERATING FEATURES IN THE AACE LEARNING ZONE

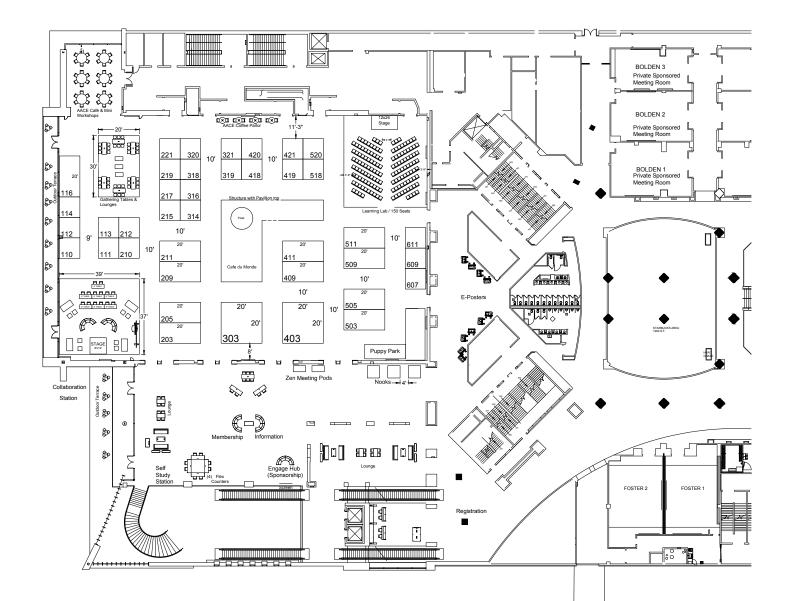
- Multiple Dedicated Learning Zone Hours
- Coffee Bar and Cafe
- ePoster Sessions & Stations
- Cafe Du Monde Activation
- AACE Engagement Zone
- Collaboration Station (w/ Group Think Discussions)
- Learning Lab Stages

THE RE-IMAGINED FLOORPLAN IS BACK.

Think undeniably live, freeflowing, serendipitous...with a whole bunch of new surprises. We've said goodbye to quiet corners and pac-man style grids, to make for one-of-a-kind meetings and collaborations to take place in AACE Learning Zone.

FOR MORE INFORMATION ON BECOMING A SPONSOR, CONTACT: Kristin Hudson

Associate Director of Sales 800-564-4220 or 703-631-6200 aaceexhibits@spargoinc.com



AACE 2024 SCHEDULE AT A GLANCE

Subject to Change

WEDNESDAY, MAY 8

7:00 AM - 9:00 PM	Exhibitor Move-In	
	Dinner Satellite Symposia	
	Diabetes Skills Training (Ticketed Event)	

THURSDAY, MAY 9

8:00 AM – 9:00 AM	Opening Ceremony with Keynote Address
9:45 AM - 5:30 PM	Learning Zone Hours
	Product Theaters + Poster Presentations + Collaboration Stage
	Breakout Sessions + Workshops
	Dinner Satellite Symposia
4:30 PM – 5:30 PM	Learning Zone Welcome Block Party

FRIDAY, MAY 10

9:30 AM - 4:00 PM	Learning Zone Hours
8:00 AM - 9:00 AM	Keynote Address
8:00 AM - 9:00 PM	Product Theaters + Poster Presentations + Collaboration Stage
	Breakout Sessions + Workshops
	Satellite Symposia
	Exhibitor Move Out
6:00 PM – 10:00 PM	Presidents Party!

SATURDAY, MAY 11

8:00 AM - 4:30 PM	Breakout Sessions + Workshops
	Thyroid Skills Training (Ticketed Event)
	ASAP Board Review Course (Ticketed Event)
	Product Theaters
	Convocation and Awards Ceremony