

## Two Industry-Supported Event Opportunities Available During AAPP Summit 2024

The American Association of Psychiatric Pharmacists (AAPP) will be offering its fourth virtual **Summit, October 10-11, 2024**. Ten hours of continuing education credit for both pharmacy and Board Certified Psychiatric Pharmacist (BCPP) recertification will be offered.

Summit content focuses on emerging areas of practice and contemporary issues in psychiatric pharmacy. Presentations focus on emerging trends in mental illness and/or substance use disorders that may impact daily practice and are valuable to all psychiatric pharmacists regardless of the practice setting. Based on past Summit success, anticipated attendance at Summit 2024 is expected to be strong with 400 or more advanced practice psychiatric pharmacists registered for the event.

**We welcome past and new partners to consider offering an industry symposium with ACPE credit during this two-day virtual conference.**

**Event Dates:** October 10-11, 2024

**Anticipated Registration:** 400 psychiatric pharmacists with approximately 250 attending live

**CE Credit:** 10 hours + industry symposia

### Industry Symposia Opportunities

Four industry symposium slots (two per day) are available as noted in the schedule below. In addition to the expected 400 Summit registrants, industry events will be promoted and made available to all AAPP members and non-members who have an account on aapp.org (over 25,000 users).

Thursday, 10/10/24	Session Topic	Friday, 10/11/24	Session Topic
7:30-8:45 AM <i>Central Time</i>	Industry Supported Symposium Option #1	7:30-8:45 AM <i>Central Time</i>	Industry Supported Symposium Option #3
9:00-10:15 AM <i>Central Time</i>		9:00-10:15 AM <i>Central Time</i>	
10:30-11:45 AM <i>Central Time</i>		10:30-11:45 AM <i>Central Time</i>	
12:00-1:15 PM <i>Central Time</i>	Industry Supported Symposium Option #2	12:00-1:15 PM <i>Central Time</i>	Industry Supported Symposium Option #4
1:30-2:45 PM <i>Central Time</i>		1:30-2:45 PM <i>Central Time</i>	
3:00-4:15 PM <i>Central Time</i>		3:00-4:15 PM <i>Central Time</i>	

### **Industry Symposium Event Fee: \$20,000**

#### **Dedicated Time for Two Industry Supported Events:**

- ✓ 10/10/24 from 7:30-8:45 AM Central (8:30-9:45 PM Eastern)
- ✓ 10/10/24 from 12:00-1:15 PM Central (1:00-2:15 PM Eastern) - **SOLD**
- ✓ 10/11/24 from 7:30-8:45 AM Central (8:30-9:45 PM Eastern)
- ✓ 10/10/24 from 12:00-1:15 PM Central (1:00-2:15 PM Eastern) - **SOLD**

### **Benefits Included Within Industry Symposia Fees**

- Hosting of your event through AAPP's virtual platform with services to include communication of all logistics to the event coordinator, enabling of polls, one speaker rehearsal, user support, and the recording.
- Individual event page and link on Summit website that can be used for promotion.
- Email promotion of each symposium individually to over 25,000 web users according to the following schedule:
  - ✓ 3 to 4 weeks before the event: AAPP's proprietary database of 8,000+ emails
  - ✓ 1 week before the event: AAPP's membership of 3,000
  - ✓ Day of Event: Registrants only
- Social media promotion on Facebook, LinkedIn, and Twitter to over 15,000 combined followers.
- One-time use of registrant mail list for postcard invites or post-meeting follow-up.
- Unopposed programming slots.
- An estimated 250 live attendees. Increased registrant potential is possible with access given to anyone with an account on aapp.org.
- Email promotion of the symposium enduring content (as applicable) with one email blast (by 3/31/2025) to the AAPP membership.

### **Add-On Purchases Available**

- **Hosting of the Enduring-\$15,000:** Your event can be hosted by AAPP as a for-credit enduring activity for 1 year. AAPP's ACPE services must be utilized for the live and home-study version of the activity. Your event will be searchable for 1 year and promoted 6 times in AAPP's product and service emails to members and with 2 email blasts to AAPP's proprietary email database. All raw evaluation results and participant statistics are provided at the conclusion of the year for use by the provider in reporting to the grantor.

### **Industry Symposia Requirements and Procedures**

- Grant proposals must be provided to AAPP for review prior to submission to the potential grant provider(s).
- Industry symposia slots will be awarded on a first-come, first-served basis.
- No competing events are held during symposia offerings.
- Once the grant is confirmed, the provider must complete the attached application.
- The full AAPP fee is due within 30 days after slot confirmation.
- The provider must develop and manage the program and work with AAPP to ensure a smooth delivery.
- AAPP must approve speakers in advance of their invitation to ensure multiple uses of the same speakers is avoided.

- Providers are responsible for developing and providing the website listing similar to the sample at <https://aapp.org/ed/course/2022/depression>.
- Content for Marketing Via AAPP Marketing Templates (see samples in appendices). AAPP will insert your content and provide you the opportunity to proof and approve the content. Content you provide to AAPP includes:
  - Symposia Title (3-10 words); It is strongly encouraged to reference disease state or population so that people will understand whether it is relevant to them.
  - Topic Area to Be Emphasized (1-5 words). This is meant to be distinct from the title, and it completes this sentence:  
“Learn about \_\_\_\_”; Example “Learn about schizophrenia.”
  - Impact (1-5 words). This is meant to be the overall benefit to the program or the source of the problem, and it completes this sentence:  
“This helps to \_\_\_\_”; Example “This helps to improve patient care”, or “This helps to clarify considerations of use”
  - Teaser Description of the Item (2-3 sentences): This must provide sufficient context for a learner to determine relevance of the content to their practice.
  - Sponsor-specific disclaimer text and sponsor name
  - Faculty photos: High resolution electronic headshots are preferred.
  - Faculty names, credentials, positions, employers, city/state
  - *Optional* longer description for inclusion in the e-blast and on registration page (up to 300 words)
- *Optional* additional marketing content: Up to 200 words with no formatting beyond links, or a single link and a graphic with resolution up to 640x320. This would appear at the bottom of the promotional e-blast and on the registration page.
- Providers are responsible for authoring the content for the email AAPP will send out to market the location of the enduring activity (as applicable).
- All symposia must:
  - Be approved for ACPE credit.
  - Be no longer than 60 minutes in length.
  - Offer a 10-15 minute Q & A opportunity with the speaker(s) after the 60 minute educational presentation
- Primary Contact: Brenda Schimenti, [bschimenti@aapp.org](mailto:bschimenti@aapp.org)

## Appendix 1: Marketing Samples

### Social Media

Virtual Symposium with ACPE



**Robert O. Cotes, M.D., DFAPA**

## Symposium Title

**June 21, 2023**  
12:00 PM ET / 11:00 AM CT



NAME is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

Sponsored by  
"Company"



Supported by an educational grant from "Company". Distributed but not developed or endorsed by AAPP.

### E-blast


## AAPP Virtual Symposium with ACPE

### Spotlight on Acute Agitation Associated With Schizophrenia and Bipolar Disorders: What Can Be Improved? – presented by BioXcel Therapeutics

Acute agitation is a behavioral emergency that is very common in patients with schizophrenia and bipolar disorders; it presents along a spectrum from mild to severe, with most behavioral signs consistent with mild to moderate agitation. However, if escalated, agitation poses a potential safety risk to staff and patients. This program will take the audience through an in-depth look into acute agitation as it presents in the acute care setting, discuss current practice, and use a real-world patient case to illustrate de-escalation and guideline-recommended management approaches for agitation. Attendees can look forward to a highly interactive presentation led by an industry expert, and a Q&A session following the presentation.


**Thursday, October 3, 2024 at 2:00 PM Eastern/12:00 PM Central**  
*This activity is distributed by but not developed or endorsed by AAPP.*

**Reserve Your Spot Now!** [Register Here](#)



**Presenting Faculty**

Stephen R. Saklad, PharmD, BCPP  
Clinical Professor and Director of Psychiatric Pharmacy,  
The University of Texas at Austin, College of Pharmacy,  
Pharmacotherapy Division and Adjoint Professor of  
Medicine, University of Texas Health San Antonio San  
Antonio, TX



NAME is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

Supported by an education grant from "Company".

---

### ***Target Audience: Psychiatric Pharmacists***

The American Association of Psychiatric Pharmacists (AAPP) is a professional association representing nearly 3,000 psychiatric pharmacists and trainees. Membership consists of pharmacists who specialize in treating patients living with psychiatric and substance use disorders. Psychiatric pharmacists have extensive training and expertise in medication treatment and the psychosocial factors inherent within these illnesses. They are responsible for evidence-based, patient-centered assessment, medication management of complex regimens, and comprehensive care plan development. Psychiatric pharmacists work collaboratively with medical and mental health interprofessional teams to improve patients' short- and long-term outcomes. They extend their reach by partnering with and educating patients, families, and providers and advocating for the appropriate use of medications.

Visit the AAPP website to learn more about the [membership](#) and the [psychiatric pharmacist's role](#) in treating patients individuals living with substance use disorders.