

Industry-Supported Event Opportunities Available During AAPP Summit 2025

The American Association of Psychiatric Pharmacists (AAPP) will be offering its annual virtual Summit in October. Ten hours of continuing education (CE) credit for both pharmacy (ACPE) and Board-Certified Psychiatric Pharmacist (BCPP) recertification will be offered. Also, during the event, an additional 2 hours of ACPE credit is available from industry-supported symposia.

Summit content focuses on emerging areas of practice and contemporary issues in psychiatric pharmacy. Presentations focus on emerging trends in psychiatric disorders (including substance use disorders) that may impact daily practice and are valuable to all psychiatric pharmacists regardless of the practice setting. The anticipated attendance at the live event is 200 psychiatric pharmacists. View our [membership profile](#) to learn more about the power and impact of psychiatric pharmacists.

We welcome past and new partners to see grant funding for an industry symposium offering (with ACPE credit) during this two-day virtual conference.

Industry Symposia Opportunities

Two industry symposia slots (1 per day) are available as noted in the schedule below. Industry events will additionally be made available and promoted to all AAPP members and non-members regardless of registration status for the Summit.

Anticipated attendance at live event: 200 psychiatric pharmacists

Overall CE credit available: 10 hours from Summit + 2 hours from industry symposia

AAPP Summit industry event fee: \$20,000/per symposium

Thursday October 2 (in Central time)	Session Topic	Friday October 3 (in Central time)	Session Topic
9:00-10:15 AM	Summit session #1	9:00-10:15 AM	Summit session #5
10:30-11:45 AM	Summit session #2	10:30-11:45 AM	Summit session #6
12:00-1:15 PM	Industry supported symposium option #1	12:00-1:15 PM	Industry supported symposium option #2
1:30-2:45 PM <i>Central Time</i>	Summit session #3	1:30-2:45 PM	Summit session #7
3:00-4:15 PM	Summit session #4	3:00-4:15 PM	Summit session #8

Benefits Included Within Industry Symposia Fees and Commitment to Marketing and Registrant Communications

- Unopposed programming slots
- AAPP-hosted webinar registration to obtain registrants' name, credentials, employer, city, state of (this data is provided to supporter via spreadsheet after event)
- Dedicated AAPP course page for your event
- Hosting of your event through AAPP's virtual platform also includes these services: communication of all logistics to the event coordinator, enabling of polls, speaker/moderator rehearsal, technology coordination, and the event recording
 - Individual course page and link on Summit website can be used for promotion
- Email promotion/email blast (e-blast) of each symposium individually according to the estimated schedule below:
 - 3 to 4 weeks prior to the event to AAPP marketing database
 - 2 to 3 weeks prior to the event to AAPP members
 - Day of event: to registrants
- Marketing of the event will also occur through paid social media campaigns
- An estimated 200 live attendees
 - Increased registrant potential is possible with access given to anyone with an account on aapp.org.

Add-On Purchase Available

- **Hosting of the Enduring (\$20,000):** 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 and the activity cannot be posted on any other sites. ACPE and marketing services are included in the fee. Your event will be searchable for 1 year, promoted 6 times in AAPP's Continuing Professional Development (CPD) email to members, through 1 general e-blast to AAPP's member database, and 2 e-blasts to AAPP's marketing database. 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 raw evaluation and examination results and participant statistics are provided at the conclusion of the year for use by the provider in reporting to the grantor.

Requirements and Guidelines

- 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
- Once the grant is confirmed, the provider must complete the [application](#) and submit via the contact information noted at the bottom of the 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/2024/depression>
- Content for marketing via AAPP marketing templates (see [Appendix 1](#)). AAPP will insert your content and provide you the opportunity to proof and approve the content. Content you provide to AAPP includes:
 - Industry Showcase 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
 - Summary of the session, to include:
 - 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.
 - Topic area to be emphasized (1-5 words) - This is meant to be distinct from the title, and it completes this sentence: "Learn about ____" (e.g., "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 ____"* (e.g., *"This helps to improve patient care"*, or *"This helps to clarify considerations of use of..."*)
- 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)
 - 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
- 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



AAPP Contact

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Appendix 1: Marketing Samples

Social Media

VIRTUAL SHOWCASE




Rob Cotes, MD, DFAPA

Guidance for Managing the Unexpectedly High or Low Clozapine Level


May 15, 2024
12:00 PM ET / 11:00 AM CT

Distributed but not endorsed by AAPP. Saladax sponsored program – No CME Credits available.



E-blast

AAPP INDUSTRY PARTNER EVENT



Virtual Industry Showcase

Please Join Saladax Biomedical for A Virtual Showcase

Essential Antipsychotic Drug Level Monitoring

Wednesday, June 20, 2024, 12 -1 PM Eastern
(9-10 AM Pacific, 10-11 AM Mountain, 11 AM -12 PM Central)

When overseeing the care of patients diagnosed with psychiatric conditions, especially when treatment regimens incorporate antipsychotic medications like clozapine or olanzapine, the implementation of therapeutic drug monitoring is essential for achieving optimal treatment outcomes. In this webinar, Dr. Meyer, a distinguished expert in psychiatry and pharmacotherapy, will share valuable insights on the significance of therapeutic drug monitoring (TDM) and its pivotal role in shaping patient care strategies. He will cover important key concepts of antipsychotic drug levels monitoring and give guidance on how the levels are important tools to inform treatment decisions, whether to maintain the current treatment plan or prompt adjustments when deemed necessary.


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[Reserve Your Spot Now!](#)




Presenting Faculty

Jonathan M. Meyer, MD

Voluntary Clinical Professor, Department of Psychiatry, University of California, San Diego;
Distinguished Life Fellow, American Psychiatric Association



[Register Here](#)



American Association of Psychiatric Pharmacists (AAPP)

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