

American Association of Psychiatric Pharmacists (AAPP)

Virtual Industry Showcase Series



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About AAPP

The American Association of Psychiatric Pharmacists (AAPP) is a professional association representing psychiatric pharmacists, residents, and students. AAPP's membership consists of pharmacists who specialize in treating patients living with psychiatric and/or 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 aapp.org to learn more about the AAPP membership and psychiatric pharmacy under the "About Us" tab.

Industry Showcase Opportunities

Extend your visibility and reach through AAPP's virtual industry showcase series. From May through November, one showcase is available for each month listed below on a first-come, first-serve basis. AAPP extends a total of six showcase opportunities.

AAPP Fee: \$15,000 per showcase

2027 Industry Showcase Series Dates

- May 19
- June 16
- July 14
- August 18
- September 15
- November 17

Industry Showcase Program Length: 1 hour; recommend 50-55 minutes of content and a 5-to-10-minute question and answer period

Key Metric Commitment: 750 visits to the registration portal as defined by Google Analytics

Benefits Included Within Industry Showcase Fees

- Unopposed programming slot with no other industry showcases promoted during your designated month
- 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(s)
- Hosting of your event through AAPP's virtual platform also includes these services: speaker/moderator rehearsal (if needed), technology coordination, the event recording, and posting of the recording for a period of 3 months (if recording permitted by your company)
- Marketing and registrant email reminder as detailed in the section below

Commitment to Marketing and Registrant Communications

- Starting at the beginning of the month of the industry showcase, webinar registration will open on the dedicated course page and become discoverable via site search. Registration will be available for 3 months after the event to coincide with the length of the enduring offering.
- Marketing of the individual event will occur through email (i.e., e-blasts) developed and distributed by AAPP with content provided by the supporter. The *estimated* e-blast timeline is noted below, however, specific weeks for e-blasts will be detailed in the confirmation document once your showcase is confirmed with AAPP:
 - 2 weeks prior to the event to AAPP marketing database
 - 1 week prior to the event to AAPP members
 - 1 week prior and week of event to AAPP members in the Continuing Professional Development (CPD) email
 - Day-of event: to registrants
- Marketing of the event will also occur through paid social media campaigns.
- The enduring of the recording will be promoted 2 times in AAPP's CPD member email after the close of your event(s). Additionally, the enduring recording will be discoverable via site search.

Commitment to Reach

On the Monday before the event, AAPP staff will check the status of the event promotion. If the number of visits (as defined by Google Analytics) is less than 750, or if the number of registrants is less than 75, then the e-blast to members will be sent again.

Since AAPP is not developing the content or the content descriptions, we cannot warrant or guarantee their effectiveness. However, the additional email send is valued at \$5,000, showing our commitment to creating event awareness for our partners.

Provider/Sponsor Responsibilities

- The full AAPP fee is due within 30 days after slot confirmation
- Development of content and all presentation materials
- Selection and management of speaker(s)
- Selection of moderator and management of industry showcase introduction, closing, and Q&A period
- 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 logo
 - Faculty photo: 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)
 - Product logo
 - 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

Requirements and Guidelines

- AAPP 2026 Corporate Sponsors will have the first choice of confirming slots through January 31, 2026 via our [application](#) process.
- Companies who are not Corporate Sponsors are also welcome to confirm a slot by [application](#) but will be awarded remaining slots on a first-come, first-served basis after January 31.
- Programming, including question and answer period, is limited to 1 hour.
- The full showcase fee is due within 30 days after AAPP provides your industry showcase confirmation.
- Multiple uses of the same speaker(s) between events are discouraged. AAPP must approve speakers as a result.

AAPP Contact

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Continuing Education Specialist
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402.476.1677

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.

Distributed but not endorsed by AAPP. Saladax sponsored program – no CME credits available.

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

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