

Product Theater FAQs

Questions:

Does DDW Permit On-Site Product Demonstrations to be Conducted During the Meeting?

Yes. They are permitted in the DDW Theaters, which are located on the show floor. Presentations are permitted during exhibit hours (Sunday, Monday, & Tuesday 9:30 a.m. to 3:15 p.m.)

The types of presentations permitted are:

[Product Theater](#): a 45-minute marketing presentation about your company's products or services. These sessions do not offer CME credits, rather, they give exhibitors the freedom to create a presentation centered on their company's products.

How Many People Are Expected to Attend the Meeting?

Approximately 14,000 attendees

How Large is the DDW Theater?

Each theater seats a maximum of 200 people in the Exhibit Hall of the convention center.

What Time Slots Are Available for Presentations and What Is the Typical Length of a Symposium?

Slots start on the hour, between 9:30 a.m. and 3:15 p.m. The duration of the Product Theater is up to 45 minutes per time slot. Presentations will be accepted per day on a first-come, first-served basis.

How Many Usually Attend a Presentation, and What is the Audience Demographic?

Attendance depends on date, time, topic and the marketing efforts of each company. Show Management does not track audience demographics at these presentations, but DDW attendees are 41-45 percent international.

Are All Presentations Assigned to the Same Theater and Location?

All presentations will be assigned to the DDW Theaters in convention center on the exhibit floor.

Fees:

What Is the Fee to Hold a Product Theater?

\$20,000 per slot.

What Does This Fee Include?

- Theater-style seating for 200 people in the Exhibit Hall
- Program signage outside the theater
- Badge scanner/lead retrieval device for onsite admission tracking
- AV equipment (two lavalier microphones, one podium microphone, one wired aisle microphone, two 70" monitors, sound amplification and mixer system, and VGA switcher) and electricity
- Listing in *DDW Daily News*, Mobile App, Online Planner, on the DDW website (final titles are due March 27, 2020).
- One mailing list of DDW attendees
- Industry Showcase Poster Slot
- Marketing announcements on social media
- Day of push notifications on the mobile app
- Schedule in the conference bag, onsite information booths and Symposia Central
- Individual flyers (created by the exhibitor) distributed at Symposia Central

Is Use of the Pre-Registration Mailing List Included?

You will receive one complimentary pre-registration lists of all attendees, upon request, who have not opted out.

Is Any Other Marketing of the Event Included?

We include a complete list of the presentations in the Online Planner, on the DDW website, in DDW Daily News and Mobile App (final titles are due March 27, 2020, or the title will be printed as it appears on the application at the time of submission).

You may also choose to advertise your PT in DDW Daily News, hotel door drops, Industry Showcase or Conference Bag Insert. More information will be available soon.

Is the Theater Included in the Fee?

Yes, any additional AV will be the responsibility of the sponsor.

Is AV Included in the Fee?

Yes. Additional AV equipment or services not included in the fee is the responsibility of the sponsor.

Is Audience Response Technology Included in the Fee?

No, audience response technology can be requested from the AV provider.



May 2-5, 2020
Exhibit Dates: May 3-5, 2020
McCormick Place
Chicago, IL
www.ddw.org

Content, CME and Faculty Requirements:

Does DDW or Any of the Sponsoring Societies Provide CME and/or CE Certification?

No, presentations may not offer CME credits.

What are the Faculty Requirements?

Show Management must review a list of the faculty and a 50-word description of the event. These requirements will be due March 27, 2020.

Do Society Members Have to Serve as Faculty or Moderators?

No.

Application and Deadlines:

What is the Deadline to Submit an Application to Host a Product Theater?

March 27, 2020 is the deadline to submit (final titles are also due March 27). [Apply today.](#)

Marketing:

Are Door Drops Allowed?

Yes, only through our official vendor. More information will be available soon.

Are Registration Bag Inserts Allowed?

Yes, for an additional fee, you may produce a bag insert that will be placed in each attendee's bag. More information will be available soon.

Can the Sponsor Follow Up with the Attendees by Providing Enduring Materials?

Yes, however it is the sponsor's responsibility to collect any contact information during the Product Theater. Show Management cannot provide attendee contact information.