

Product Theater

Rules and Regulations

Eligibility

Only DDW® exhibitors who have secured a booth are eligible to apply for slot for a Product Theater (PT), subject to availability and adherence to all published guidelines. In the event a company reserves a booth but cancels prior to DDW or is a no-show on the exhibit floor, permission to hold the product theater will be revoked. This policy will be strictly enforced and any violations will result in the loss of priority points earned for DDW 2020 for the exhibiting company.

Scheduling

Product theaters are limited and will be assigned by DDW on a first-come, first-served basis. All available times can be found on DDW's [website](#).

Theater 1		Theater 2	
Sunday	9:30-10:15 a.m.	Sunday	10:30-11:15 a.m.
Sunday	11:30 a.m.-12:15 p.m.	Sunday	12:30-1:15 p.m.
Sunday	1:30-2:15 p.m.	Sunday	2:30-3:15 p.m.
Monday	9:30-10:15 a.m.	Monday	10:30-11:15 a.m.
Monday	11:30 a.m.-12:15 p.m.	Monday	12:30-1:15 p.m.
Monday	1:30-2:15 p.m.	Monday	2:30-3:15 p.m.
Tuesday	9:30-10:15 a.m.	Tuesday	10:30-11:15 a.m.
Tuesday	11:30 a.m.-12:15 p.m.	Tuesday	12:30-1:15 p.m.
Tuesday	1:30-2:15 p.m.	Tuesday	2:30-3:15 p.m.

Logistics

The sponsoring company shall be solely responsible for the management of the logistics of their PT, and for payment of additional costs related to the PT including but not limited to catering, electrical, Internet, phone, etc. DDW does not provide logistical support for product theaters apart from those services specifically listed below.

Freeman AV is the exclusive provider of audio-visual services. Expenses for additional services and additional electrical costs incurred are the responsibility of the sponsoring company. The following AV is included:

- Two lavalier microphones
- One podium microphone
- One wired aisle microphone
- Two 70 monitors
- Sound amplification and mixer system
- VGA switcher
- Electricity for the above

The Product Theater area must be cleared within 45 minutes of the end of each presentation.

Services Provided by Show Management

- Assign day and time.
- Upon request, provide complimentary mailing list of pre-registered attendees.
- List the Product Theater in the *DDW Daily News*, on the DDW website and mobile application and online planner (if PT is reserved by March 27, 2020).
- Assign space on the exhibit floor and arrange theater style seating for 200 people.
- Provide program signage outside the theater.
- Provide one badge scanner for onsite admission tracking at the program check-in.
- Marketing announcements on social media.
- Day of push notifications on the mobile app.
- Industry Showcase Poster
- Schedule in the conference bag, onsite information booths and Symposia Central.
- Individual flyers (created by the exhibitor) distributed at Symposia Central.

Pre-Meeting Policies

- All products and services discussed at DDW shall be directly related to digestive health or GI practice and to DDW's mission and must be of professional or educational benefit or interest to meeting participants.
- Programs may NOT offer CME credit.
- **Promotional and Marketing Materials: All promotional and marketing materials must be approved by DDW prior to distribution. It is the sole responsibility of the sponsor to work with DDW to receive approval of materials.**

- 50 words or less of promotional copy, for use in the Online Planner, Mobile App and other official DDW materials, is due March 27, 2020.

On-site Policies: Posters/Flyers

Posters/flyers may be displayed and distributed in the following locations only:

- The exhibiting company's booth
- DDW Official Door Drops (if purchased)
- Outside the Product Theater (posters only and must be within five feet of the theater)
- Industry Showcase Area
- Symposia Central Area

Use of the DDW Name and Logo

- All material must contain the following statement: "The Product Theater content and views expressed therein are those of the sponsor and not of Digestive Disease Week®."
- The DDW logo and the Digestive Disease Week® (or DDW®) name may not be used in any promotions, advertisements, meeting materials or correspondence related to the program.

Food and Beverage

Sponsors are encouraged to provide catering at their own expense for the participants attending the Product Theater.

Limitation of Liability

The sponsoring company and affiliates shall indemnify DDW and its component societies against all claims, demands, actions, expenses, damages, penalties, attorney's fees or proceedings incurred by DDW as a result of the publications distributed at, statements made during or any other conduct arising out of or in any way connected with the product theater.

Security and Insurance

The Product Theater area will not be secured. DDW will not be liable for damage or loss to sponsoring company's property, nor shall DDW be liable for any injury that may occur in the PT area.

Payment Terms

All DDW Product Theaters and Marketing Opportunities will be billed at 100% upon selection and execution of the application and sponsorship contracts. Payment is due no later than 30 days from the date of order. Failure to make full payment by this date will result in the item being placed back into inventory for another party to purchase and Product Theater organizers will incur cancellation fees for the Product Theater fee (see below). All payments are non-refundable after March 2, 2020. DDW reserves the right to reject or



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

resell any opportunity if payment is not received within 30 days. If an order is placed after February 3, 2020 payment will be due upon reservation. DDW reserves the right to not fulfill any unpaid Marketing Opportunities. Space will be assigned only after full payment has been received based on availability at that time.

Cancellation Fee

Notification of product theaters must be in writing. Any sponsor canceling a product theater will be charged a fee based on the following schedule:

- On or before Jan. 15, 2020: 50 percent of total fee is due, regardless of whether or not the slot is re-sold.
- After Jan. 15, 2020: 100 percent of total fee is due, regardless of whether the slot is re-sold.

Product Theater cancellations will result in automatic cancellation of any marketing opportunities secured for the Product Theater. Marketing opportunities cancelled after February 3, 2020 may result in additional sponsorship cancellation fees (see [DDW Exhibitor Policies](#) for further information).

Compliance

Failure to comply with any of these rules will result in the loss of priority points earned for DDW 2020 for the exhibiting company.