

# Product Theater

## Onsite/Hybrid/Virtual

### Rules and Regulations

#### Eligibility

Only Digestive Disease Week® (DDW) Industry Supporters who have secured exhibit space or participating in the virtual event are eligible to apply for a Product Theater (PT) slot, subject to availability and adherence to all published guidelines. In the event a company reserves an exhibit space 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, no refunds will be given, and any violation will result in the loss of priority points earned for DDW 2022 for the supporting company.

#### Scheduling

Product theaters are limited and will be assigned by DDW on a first-come, first-served basis. Below are the available times.

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

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

#### Fee

The fee for one time slot is \$25,000. Companies are eligible to secure more than one time slot.

#### 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 Jan. 21, 2022. DDW reserves the right to reject or resell any opportunity if payment is not received within 30 days. If an order is placed after Jan. 31, 2022, payment will be due upon reservation. DDW reserves the right to not fulfil 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 supporter canceling a product theater will be charged a fee based on the following schedule:

- On or before Feb. 14, 2022: 50 percent of total fee is due, regardless of whether the slot is re-sold.
- After Feb. 14, 2022: 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. No refunds will be provided for these other opportunities.

## 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, 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. Any additional equipment needed must be approved by DDW and items must not alter the setup of the product theater in any way. Added items will need to be added for the entire day as not to impact or disturb other product theaters or activities scheduled in this space.

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

Lead retrieval will not be provided. If you wish to collect leads from your product theater it is your responsibility to coordinate.

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

**If you wish to have a hybrid or virtual component for your Product Theater, it is your responsibility to coordinate. DDW will place a listing within the virtual platform and on [ddw.org](http://ddw.org). Supporters will be responsible for providing the link to the hybrid/virtual product theater or recording. Link to your meeting room, website or recording will be due to DDW by April 15, 2022. If you record your onsite or virtual Product Theater, DDW will host your recording on [ddw.org](http://ddw.org) through August 31, 2022. More information will be provided once a contract is submitted.**

## Services Provided by Show Management

- Assign day and time.
- Upon request, provide a complimentary mailing list of pre-registered attendees.
- List the Product Theater in the DDW mobile app, [ddw.org](http://ddw.org), DDW Virtual Platform and online planner (if PT is reserved by March 17, 2022).
- Theater in Exhibit Hall that will seat up to 100 people.
- Day of push notifications on the mobile app.
- Industry Showcase Poster

## Pre-Meeting Policies

- All products and services discussed at DDW shall be 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 17, 2022. Failure to provide content by this date will result in DDW only listing the topic and sponsoring organization on all published materials. DDW will not alter any signage or other published materials after this date.

## On-site Policies: Posters/Flyers

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

- The exhibiting company's booth

- 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 may not be used in any promotions, advertisements, meeting materials or correspondence related to the program.

## Deadlines

- Application Deadline – March 17, 2022
- Payment – January 31, 2022
- Faculty List – March 17, 2022
- Title – March 17, 2022
- 50-Word Description – March 17, 2022
- Educational Tracks – Choose up to 3 – March 17, 2022
- Link to Virtual Component or Recording – April 15, 2022

## Food and Beverage

Supporters are encouraged to provide catering at their own expense for the participants attending the Product Theater. If the supporter is providing food and beverage for your product theater, it is your responsibility to order porter service to clean the area for the next group. It is the supporter's responsibility to ensure the area is cleared quickly at the end of your session. Supporters will ensure that attendees and speakers have cleared the area immediately after the event.

## Limitation of Liability

The supporting 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 because 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 the supporting company's property, nor shall DDW be liable for any injury that may occur in the area.

## Compliance

**Failure to comply with any of these rules will result in the loss of priority points earned for DDW 2022 for the exhibiting company.**