



IT'S ALL ABOUT

YOUR GOALS

DDW[®] 2024 INDUSTRY SUPPORTER PROSPECTUS



DDW2024
Digestive Disease Week[®]

MAY 18-21, 2024 | WASHINGTON, D.C.

EXHIBIT DATES: MAY 19-21, 2024

ONE PURPOSE, MANY PATHS.

IT'S ALL ABOUT YOUR CONNECTIONS

As the world's premier global gathering of GI physicians, researchers and academics, Digestive Disease Week® (DDW) unites the entire spectrum of the field — *your* full target audience — to explore the latest advances in GI research, medicine and technology. In 2024, DDW is preparing to welcome 13,000+ digestive disease professionals from around the world to Washington, D.C., and online, in search of knowledge and novel solutions.

Participating as an industry supporter means contributing to these critical conversations and gaining unparalleled access to digestive disease health care professionals from every subset of the field. DDW is the ideal venue to meet face-to-face with decision-makers in your specialty and expand your company's awareness and reach worldwide. Whether you want to build relationships, showcase your groundbreaking products and technologies, or see how others are working to advance our shared goal of improved patient outcomes, your booth unlocks access to it all.

As a DDW industry supporter, you'll also receive the tools to succeed every step of the way — and maximize your investment — before, during and after the event. Be a part of the world's best GI event; we look forward to seeing you!

BOOK YOUR SPACE TODAY



EXHIBIT HALL (IN PERSON)

Sunday, May 19–Tuesday, May 21, 2024
9:30 a.m.–4 p.m. EDT
Walter E. Washington Convention Center
Washington, D.C.

INDUSTRY SUPPORTER DIRECTORY (ONLINE)

Sunday, May 19–Tuesday, May 21, 2024

WANT EVEN MORE?

Ensure your brand is seen by the right people at the right time with a DDW sponsorship. See sponsorship options on page 7.

DEDICATED EXHIBIT HALL HOURS:

We've scheduled fewer sessions during selected times so attendees can visit you in the Exhibit Hall without missing sessions.

9:30–10 a.m. / 11:30 a.m.–2 p.m. / 3:30–4 p.m.

The following information is as of Dec. 4, 2023. Visit the [online prospectus](#) for the most up-to-date details.



IT'S ALL ABOUT YOUR SPECIALTY

DDW views industry supporters as an integral part of the educational and scientific program. Qualified industry supporters are limited to firms, organizations and agencies that promote an awareness of products, technologies and services that are recognized and approved by DDW as being in harmony with, and supportive of, the objectives of the meeting. DDW has the sole right to determine the final eligibility/qualification of any firm, organization, agency or product for inclusion as an industry supporter. Rulings of DDW shall, in all instances, be final with regard to allowed use of exhibit space.

CHOOSE YOUR PRODUCT CATEGORY

Companies must fall within one or more of these categories in order to be eligible to participate in DDW. Additional documentation may be required to qualify.

- Anesthetics and Conscious Sedation
- Artificial Intelligence and Technologies
- Capsule Endoscopy Technology
- COVID-19
- Diagnostic Equipment, Devices and Services
- Disease State Awareness
- Endoscope Disinfection: Reprocessing Equipment, Solutions, Accessories and Services
- Endoscopes: Upper Scopes, Colonoscopes, Enteroscopes, EUS and ERCP Scopes
- Endoscopic Devices
- Laboratory Testing
- Non-Profit Organizations
- Nutritional and Weight Management
- Other Imaging Techniques: OCT, Confocal, Fibroscan, Fluoroscopy, etc.
- Patient Education, Tools and Mobile Apps
- Pharmaceuticals: Acid Suppression Medications
- Pharmaceuticals: Antiviral Medications for Hepatitis
- Pharmaceuticals: Diarrhea, Constipation and Functional Bowel Disorder Medications
- Pharmaceuticals: IBD Medication
- Pharmaceuticals: Other Pharmaceuticals
- Practice Management/ Telemedicine Technologies
- Probiotics and Medical Foods
- Professional: Certification, Education, Recruitment and Medical Training Simulation
- Publications
- Start-Up Company
- Surgical Equipment

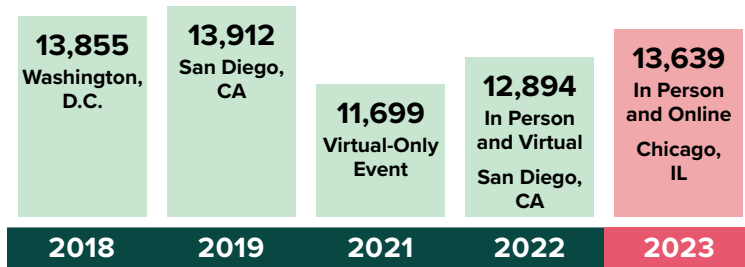
GAIN PRIORITY POINTS

Space assignments and online components are based on priority points. If you have any questions about priority points, please contact **Show Management**. New qualifying supporters will be assigned space on a first come, first-served basis after full payment has been received.

IT'S ALL ABOUT YOUR AUDIENCE

Thank you to all our attendees, participants, supporters and sponsors who helped to make our in-person and online meeting in 2023 successful.

YEAR-TO-YEAR ATTENDANCE



PRESCRIBING CAPABILITIES



61%

of attendees have
prescribing capabilities

2023 REGISTRATION REPORT

PRIMARY PROFESSIONAL ACTIVITY



- Patient Care 50%
- Basic Research 7%
- Translational Research 5%
- Education 2%
- GI Fellowship Training 7%
- Administration 2%
- Clinical Research 10%
- Industry 9%
- No response 9%

AREAS OF INTEREST

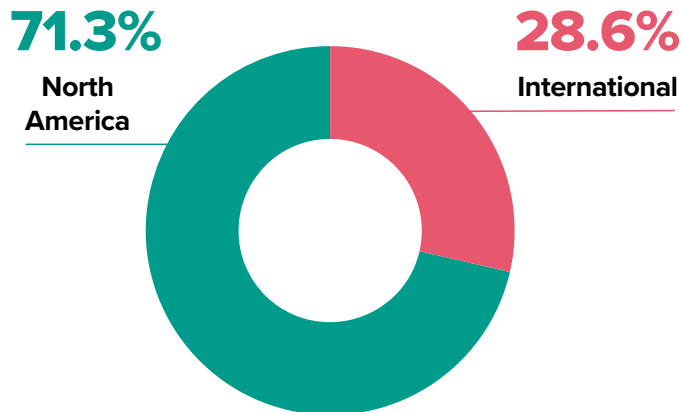
(Multiple Answers Permitted)

The following shows the percent of attendees that are interested in each focus area, as categorized by the 2023 DDW Tracks.

- Basic Science **15%**
- Biliary Tract Diseases **17%**
- Clinical Practice **35%**
- Colorectal Diseases **23%**
- Education and Training **16%**
- Esophageal Diseases **18%**
- Functional GI and Motility Disorders **17%**
- Health Care Delivery, Disparities and Quality **9%**
- Inflammatory Bowel Diseases **31%**
- Liver Diseases and Transplantation **15%**
- Microbiome in Gastrointestinal and Liver Diseases **16%**
- Obesity and Nutrition **12%**
- Pancreatic Diseases **15%**
- Pediatric GI **6%**
- Practice Management **5%**
- Stomach and Small Bowel Disorders **14%**
- Technologies and Procedural Innovations **16%**

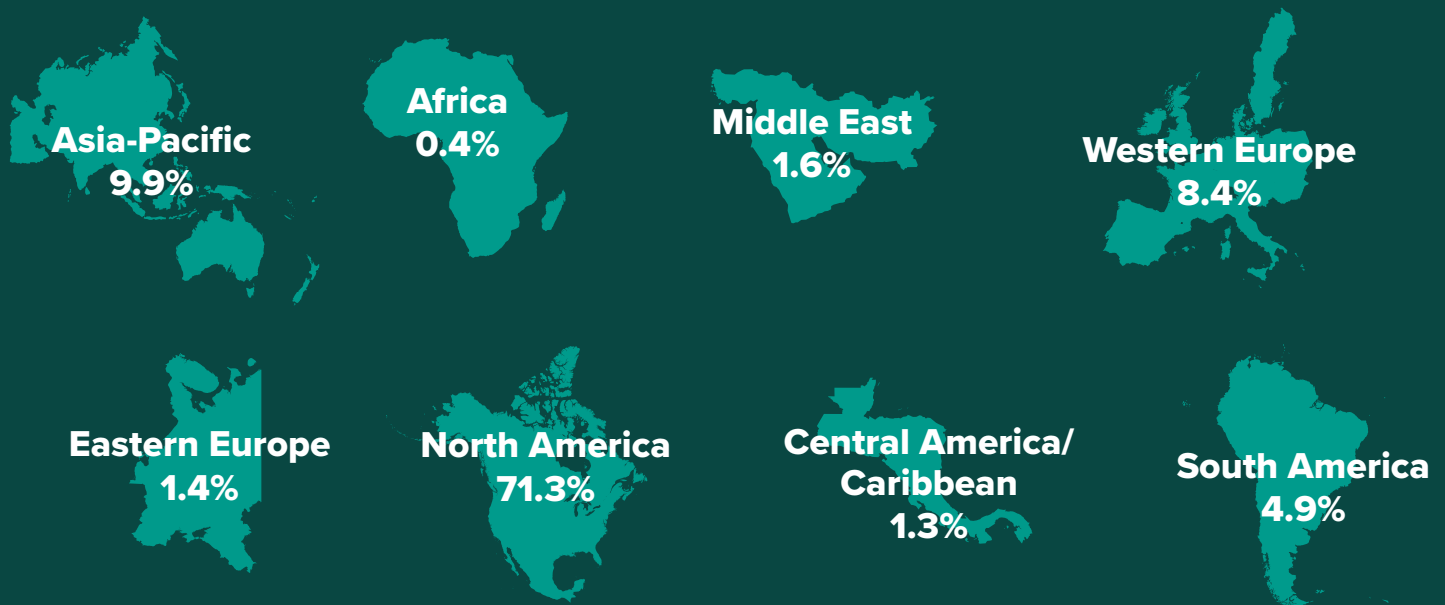
IT'S ALL ABOUT **YOUR GLOBAL REACH**

2023 GLOBAL ATTENDEE BREAKDOWN



104
countries represented
at DDW 2023

ATTENDEE BREAKDOWN BY REGION



IT'S ALL ABOUT YOUR SATISFACTION

IMPORTANT INFORMATION

WHAT'S INCLUDED WITH THE EXHIBIT SPACE?

- Company listing on the online Exhibit Hall floor plan, in the DDW Mobile App and in other DDW materials, where applicable.
- 44"x7" identification sign indicating your company name and booth number (corner and insides only).
- 8' draped back wall and 3' draped side wall (corner and insides only).
- Unlimited complimentary industry supporter badges for booth personnel.

BOOTH FEES PER SQ. FT.

Companies who select a face-to-face exhibit space will automatically get a standard online booth.

INLINE
(100 sq. ft. minimum)
\$35

**CORNER
FEE**
\$200

ISLAND
(400 sq. ft. minimum)
\$40

**NON-
PROFIT**
\$1,000

PAYMENT TERMS

Full payment is due by **Nov. 6, 2023**. If your application is submitted after Nov. 6, payment must be received within 30 days of booth space submission.

NEXT STEPS: WE'RE HERE TO HELP

DDW prides itself on providing supporters with exceptional customer service. Contact our experienced staff to inquire about the benefits of exhibiting, ask questions or book your space.



TESSA AYALA

Account Manager
Industry Sales and Operations
301-657-2176 | tayala@gastro.org

IT'S ALL ABOUT YOUR VISIBILITY

DDW offers a variety of sponsorships, banners and attendee engagement programs. Show Management is confident there is something for each and every supporter, but if you don't see something that works for you, just call. The team will work with you to design a custom package to suit your needs.

AREAS OF SPONSORSHIP

For an up-to-date list of sponsorships available, please visit www.ddw.org/sponsorships.



DIGITAL MEDIA

- Website
- Emails
- Blog
- Attendee Retargeting
- Newsletter Emails



MOBILE APP

- Banner Ads
- Splash Page
- Push Notifications



ON-SITE BRANDING OPPORTUNITIES

- Banners
- Mall Maps and Stacked Cubes
- Escalator and Stair Clings
- Charging Stations
- Information Booths



ATTENDEE OUTREACH

- ePosters
- Digital Conference Bag Insert
- Attendee Activities and Experiences
- Direct Mail Sponsorship
- Sponsored Email Blasts
- Registration Sponsorship
- Housing Sponsorship



BUSINESS SUITES

The perfect place for you to meet with staff and clients or transact business away from your booth. Multiple sizes and options are available.



HOST AN ON-SITE MEETING

- Product Theater
- Satellite Symposia
- In-Conjunction With (ICW) Meeting

DDW MOBILE APP

With 88% of attendees downloading and 75% of attendees actively engaging in the app, this resource helps them navigate the convention center, search scientific sessions, locate industry supporters and much more. DDW offers sponsorship opportunities within the mobile app to help you reach your target attendee.

ATTENDEE COMMUNICATIONS

DDW offers multiple ways to communicate directly to attendees before and after the event. By purchasing an exclusive e-blast (available year-round), ad space in the DDW monthly newsletter or a direct mail list, you can share unique messaging about your products or services showcased at DDW.

HOST AN ON-SITE MEETING

Want to provide information on your product or service in a more personal setting? DDW offers multiple ways to accomplish this goal. Whether it be a presentation in the Product Theater, a Satellite Symposia or an on-site business suite, DDW will work with you to see what best suits your company's needs.

IT'S ALL ABOUT **YOUR ROI**


DDW provides industry supporters with resources and tools, including free webinars, articles and personal assistance, to help you meet your goals. The online Industry Supporter Dashboard offers 24-hour access to important information, including easy access to financial information, deadlines and a checklist to help your planning, as well as registration for your staff. One login gets you access to everything you need to prepare for this year's event.


TOOLS FOR SUCCESS


Utilize the Industry Supporter Dashboard throughout your booth planning process. Here you can secure your sponsorship opportunities, access your invoice and financial data, find all relevant vendor websites, complete required forms and find monthly newsletter archives.


NEWSLETTER AND SOCIAL MEDIA

DDW's social media channels and monthly newsletter will keep you up to date with opportunities, special offerings and upcoming deadlines.

 [DDWMeeting](#)

 [ddwmeeting](#)

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 [Digestive Disease Week® \(DDW\)](#)

#DDW2024

