



**May 18-21, 2019**  
**Exhibit Dates: May 19-21, 2019**  
 San Diego Convention Center  
 San Diego, CA  
[www.ddw.org](http://www.ddw.org)

# 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 2019 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.



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## 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
- LCD projector
- Projection screen
- 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 29, 2019).
- 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.**



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- 50 words or less of promotional copy, for use in the Online Planner, Mobile App and other official DDW materials, is due March 29, 2019.

## 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.

## Compliance

**Failure to comply with any of these rules will result in the loss of priority points earned for DDW 2019 for the exhibiting company.**