Prospectus
Exhibit & Promotional Opportunities

30th Anniversary Jagelman
40th Anniversary Turnbull

International Colorectal Disease Symposium

3rd Annual
Pelvic Dissection TaTME Cadaver Lab

8th Annual
Gastroenterology and Hepatology Symposium

Show Management
1900 NW 21st Avenue
Fort Lauderdale, FL 33311

Ph: (954) 764-7719
Fax: (954) 764-2674
Hrs: M-F 8:00am-4:30pm EST

REGISTER ONLINE
www.ccfcme.org/DDSI-WEEK

Marriott Harbor Beach Resort & Spa
Fort Lauderdale, Florida
Dear 2019 Exhibitor,

We are very excited to invite you to participate in the 2019 Cleveland Clinic Digestive Disease Surgery Institute Week to be part of this excellent networking opportunity! DDSI Week 2019 will take place at the Marriott Harbor Beach and Ritz Carlton, Fort Lauderdale, Florida and will include the following educational activities:

- **30th Anniversary Jagelman / 40th Anniversary Turnbull International Colorectal Disease Symposium**
  - February 14-16, 2019 | Marriott Harbor Beach, Fort Lauderdale, Florida
- **3rd Annual Pelvic Dissection TaTME Cadaver Lab (Non-CME)**
  - February 13, 2019 | M.A.R.C. (Miami Anatomical Research Center), Miami, Florida
- **8th Annual Gastroenterology and Hepatology Symposium**
  - February 14-16, 2019 | Marriott Harbor Beach, Fort Lauderdale, Florida

Please join us as we celebrate our **30th Anniversary David G. Jagelman MD / 40th Anniversary Rupert B. Turnbull MD** International Colorectal Disease Symposium as part of our annual Digestive Disease and Surgery Institute Week (DDSI). This internationally acclaimed gathering of surgeons from around the world will be held from February 14-16, 2019 at the newly redesigned Marriott Harbor Beach Resort & Spa in Fort Lauderdale. This special anniversary course is paying tribute to the more than 1,000 surgeons from the USA and virtually every other country who have trained as clinicians and/or researchers at Cleveland Clinic, in Florida and/or in Ohio. The expert globally renowned faculty will exchange medical and surgical concepts, including in-depth, detailed overviews of the entire gamut of new, controversial and challenging colorectal themes. Expert, interactive panel discussions will be included.

The **Gastroenterology and Hepatology** symposium will focus on practical and evidence-based aspects of managing difficult GI disorders in practice. This symposium will provide guidance to attendees on diagnostics and management of challenging cases in clinical practice and latest advances in the field, including esophageal diseases, liver disease, inflammatory bowel disease, small bowel and pancreatic diseases, and endoscopy. Each session will include didactic presentations followed by a panel discussion about the optimal approach to the diagnosis and management of the presented topics.

The **3rd Annual Pelvic Dissection taTME Cadaver Lab (Non-CME)** will take place again this year and will be held at the Miami Anatomical Research Center, a state-of-the-art facility. The lab will include a didactic session followed by the cadaver lab where participants will learn techniques of transanal total mesorectal excision with minimally invasive abdominal colon mobilization and reconstruction techniques.

Exhibit participation and displays will afford attendees the opportunity to interact with industry representatives to discuss the latest products, technologies and pharmaceuticals. We look forward to welcoming over 500 surgeons from over 50 countries to interact in our 12 educational sessions as well as during the abstract presentations and three keynote orations. We are confident that you will benefit from your participation and hope you will take advantage of this unique opportunity to network with our international Cleveland Clinic Alumni and other colleagues in Fort Lauderdale in February!

Please also consider support of our **Surgery of the Foregut Symposium**, which will take place at the Ritz-Carlton, Fort Lauderdale, February 16-20, 2019*. A prospectus can be obtained via our website or by request to [cme@ccf.org](mailto:cme@ccf.org).

This activity is directed to a national and international audience of practitioners and health care professionals, including physicians, residents, fellows, nurses, wound care professionals, physician assistants, and allied health professionals specializing in colorectal surgery, general surgery, endoscopic surgery, gastroenterology, hepatology, surgical endoscopy, and laparoscopic surgery.

*Exhibit levels/registration and promotional opportunities are also available on our website at: [www.ccfcme.org/DDSI-Week](http://www.ccfcme.org/DDSI-Week)

We look forward to seeing you in South Florida in February 2019!
### EXHIBIT INFORMATION

**PURPOSE**
Exhibits provide a professional and educational environment in which the physician can receive demonstrations, view products and services and discuss the clinical and surgical uses, including how they may improve the quality of care to a patient and the management of the medical/surgical practice.

**EXHIBIT LOCATION**
Marriott Harbor Beach  
Caribbean Ballroom, 1st Floor  
3030 Holiday Drive  
Fort Lauderdale, FL 33316  
Phone: 954-525-4000

**SHOW HANDLING CONTRACTOR**
Show Management  
1115 N.E. 9th Avenue  
Fort Lauderdale, FL 33304  
Ph: 954-764-7642  
Toll Free: 800-940-7642  
*Available 8:00 a.m. - 4:30 p.m. EST Monday - Friday*
See more at: [http://www.showmanagement.com](http://www.showmanagement.com)

After you register for your exhibit space, show kits will be available for download from our website. The show kit includes information regarding décor, furniture, electrical, audio/visual, storage and shipping. Show Management personnel will be onsite during the program to assist with the above mentioned items as well as move-in, set-up and tear-down.

**SHIPPING AND STORAGE**
Show Management, the official contractor, will handle and provide storage space for shipping cases, crates, boxes and other materials during the symposium. Storage items should not be stored within view of the attendees. All shipments should be arranged through Show Management.

*DO NOT SHIP ITEMS DIRECTLY TO HOTEL.*

### EXHIBIT HALL HOURS

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Thursday, Feb 14</td>
<td>7:00am – 5:00pm</td>
</tr>
<tr>
<td>Friday, Feb 15</td>
<td>7:00am – 5:00pm</td>
</tr>
<tr>
<td>Saturday, Feb 16</td>
<td>7:00am – 5:00pm</td>
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</table>

Breakfast and breaks will be held in the exhibit area, as will dessert/coffee following lunch. Representatives are asked to be available during these times and will be given early access to lunch.

### GENERAL SESSION HOURS

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tr>
<td>Thur, Feb 14</td>
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</tr>
<tr>
<td>Sat, Feb 16</td>
<td>7:00am – 6:30pm</td>
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</tbody>
</table>

### BOOTH SPECIFICATIONS AND DESIGN

**Size:** 8’ deep x 10’ wide – piped and draped (optional)

**Carpet:** Multicolor pattern

**Drape Color:** Purple and Snow White

**EXHIBIT OPTIONS**

<table>
<thead>
<tr>
<th>Platinum</th>
<th>8’ x 20’ booths with pipe and drape</th>
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<tbody>
<tr>
<td>Gold</td>
<td>8’ x 10’ booth with pipe and drape</td>
</tr>
<tr>
<td>Silver</td>
<td>8’ x 10’ booth with pipe and drape</td>
</tr>
<tr>
<td>Bronze</td>
<td>6 x 30” tabletop with linen and drape</td>
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</tbody>
</table>

*Overhead rigging not available for this event.*

### REGISTRATION & SET-UP/TEAR-DOWN HOURS

**REGISTRATION AND LOAD-IN**

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
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<tbody>
<tr>
<td>Registration</td>
<td>Wednesday, Feb 13, 2:00pm-7:00pm</td>
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<tr>
<td>Set Up</td>
<td>Wednesday, Feb 13, 2:00am-7:00pm</td>
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</tbody>
</table>

All booths must be set by 7:00pm, Wed, Feb 13

**CLOSE AND CLEAR/LOAD-OUT**

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
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<tbody>
<tr>
<td>Tear Down</td>
<td>Sat, Feb 16, 2:00pm</td>
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</table>

*Tear Down is not permitted before 1:30pm, Sat, Feb 16*  
**EXHIBIT HALL WILL CLOSE at 2:00pm after Dessert/Coffee*
**REGISTRATION/BADGE POLICY**
All company representatives **must** be pre-registered by January 14, 2019. Please register your company and your representatives online at www.ccfcme.org/DDSI-Week
Additions or changes will be accommodated at a cost of $25 per badge (with 3 meals - $150)

Exhibitor identification in all Cleveland Clinic publications and on all signage, related to this specific activity, must be the company name submitted via the online registration process.

**PAYMENT TERMS**
Payment can be made online at www.ccfcme.org/DDSI-Week by credit card and must be paid in full prior to event date.

**CANCELLATIONS AND REFUNDS**
Written notification of a cancellation must be received by Cleveland Clinic Florida by January 28, 2019 to be eligible for a refund. A $750 administrative fee will be assessed for each booth cancellation.

Space not claimed by 7:00pm, Wednesday, February 13, 2019 may be resold or reassigned without obligation to refund exhibit fees or to assign the exhibitor to another space, unless special arrangements have been made with the CME Office in advance.

Cleveland Clinic Florida reserves the right to rearrange the floor plan at any time and to relocate exhibitors if it becomes necessary for causes beyond the control of Cleveland Clinic Florida or is advisable in the best interest of Cleveland Clinic Florida.

**BOOTH SHARING**
Cleveland Clinic Florida CME approval required. Companies wishing to share a booth space **must** contact the CME office at 954-659-5490 for approval and must purchase the Silver level, at minimum. Both companies are required to submit separate booth space applications and a signed letter on official company letterhead acknowledging they agree to share the space. Both companies will be listed in the program.

**CANCELLATION:** Should one of the companies cancel, the remaining company will then be required to exhibit at the Bronze level and will be responsible for the difference in cost. Bronze level includes one 6’ X 30” table (please see package details on page 6). The cancelling company will be charged a cancellation fee of $750 if cancellation is received after January 28, 2019.

**ACCOMMODATIONS/RESERVATIONS**
Discounted group rates have been arranged with The Marriott Harbor Beach. Please visit our website at www.ccfcme.org/DDSI-Week to see the many amenities and activities the hotel has to offer and to make your reservation.
Reservations must be made by January 18, 2019 to guarantee room rate. Rooms are subject to availability and may sell out prior to the January 18, 2019 deadline.

**SECURITY**
The exhibit hall will be locked each evening and accessible to hotel security staff. Exhibitors will be able to leave their displays up overnight, but we recommend that any items of value be secured (computers, cell phones, etc.)

Neither the hotel security staff nor Cleveland Clinic will be responsible for loss or damage to any property. Exhibitors are responsible for safe-guarding their goods, materials, equipment and exhibits at all times.

**HOLD HARMLESS**
"The exhibitor assumes the entire responsibility and liability for third party losses, damages, and claims arising out of exhibitor’s negligence or willful misconduct on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims."

**FDA REGULATIONS**
Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including any or all approved requirements.

Any product that is an investigational device or drug must be clearly marked as such. All products and services exhibited shall comply with FDA policy and procedures (particularly with respect to the marketing and labeling of investigational or unapproved drugs and devices) and other applicable policy and procedures.
Exhibitors are reminded that the FDA prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also prohibits the promotion of approved drugs or devices for unapproved uses.

In addition, under FDA rules, the background of the exhibit must show the generic name of any drug product featured. Additional information may be obtained from the FDA website at [www.fda.gov](http://www.fda.gov).

**SATELLITE SYMPOSIA**
During the periods listed below neither exhibitors nor their agents may conduct, or sponsor any educational or marketing activities directed toward the symposium registrants, other than part of an approved exhibit, without the permission of Cleveland Clinic Florida.

For further information regarding satellite symposia please contact the CME Office at Cleveland Clinic Florida at 954-659-5490. The Symposia will take place Wednesday, February 13 through Saturday, February 16, 2019 during the following time periods:

- Wed, Feb 13 7:00am - 3:00pm
- Thur, Feb 14 7:00am – 6:30pm
- Fri, Feb 15 7:00am – 7:00pm
- Sat, Feb 16 7:00am – 6:30pm

**PRESS REGISTRATION**

**COMMERCIAL PRESS/JOURNALISTS**
Journalists are welcome and must have prior approval from the CME Office at Cleveland Clinic Florida. Please contact us at 954-659-5490 or [cme@ccf.org](mailto:cme@ccf.org) for more information.

**CONTACT US:**

**Gastroenterology and Hepatology Symposium**
Damaris Quintana
Phone: 954-659-5490
Email: [quintad@ccf.org](mailto:quintad@ccf.org)

**Colorectal Disease Symposium**
Pelvic Dissection TaTME Cadaver Lab *(Non-CME)*
Sandy Ronnenberg
Phone: 954-659-5490
Email: [ronnens@ccf.org](mailto:ronnens@ccf.org)
EXHIBITOR LEVELS

Thank you for your interest in participating as an exhibitor. Space will be sold on a first come, first served basis. You will be prompted to select your 1st, 2nd, and 3rd choice for placement upon registration. Space will be assigned based on your formal date of registration online. Please REGISTER ONLINE at www.ccfcmec.org/DDSI-Week

All Exhibitor Packages include:

1. Rental of exhibit space: Caribbean Ballroom
2. Company signage: One line sign - 7”x44”, white w/black letters
   a. (If using own display/furniture, please notify us that you 'Do not need table/chairs')
3. Exhibitor badges: Two (2) representative badges (provides full access to symposium sessions and meals)
   a. Additional Exhibitor badges $25 each (with 3 meals - $150)
4. Company listings:
   a. Program booklet (program booklet distributed to all participants)
   b. Looping slide show (slide show loop in general session throughout meeting)
   c. Signage, if applicable (signage for special events and/or marketing opportunities)
5. Display duration: Thursday – Saturday (over 2-1/2 days)
6. Meals with exhibitors: Breakfast, 2 breaks and dessert/coffee following lunch will take place in the exhibit hall
7. Attendee roster and statistics (To be distributed within 2 weeks of meeting end)

Platinum Exhibitor Package – $20,000.00

In addition to the above, this package includes:

- Company ad: ½ page company advertisement in industry booklet (distributed to all participants)
- 8’ x 20’ exhibit space * Green spaces on the Exhibitor Map/Floor plan (page 11)
- Booth equipment: Corner Booth, Pipe and drape (8’ back wall, 3’ side walls)
- Booth furniture: One (1) 6’x30” table, draped and skirted, two (2) chairs, one (1) wastebasket
- Six (6) Additional exhibitor badges (provides full access to symposium sessions and meals with exhibitor badge)
- Conference bag insert (distributed to all participants)
  o 8-1/2” x 11” or smaller
  o Quantity: 750
  o Submission deadline: January 14, 2019 (submit to appropriate coordinator for approval)
  o Delivery deadline: February 8, 2019 (coordinator will send shipping instructions upon approval of insert)
- Reserved table during lunch
  o Invite faculty and attendees to your table for some one-on-one time during lunch
- Fees waived for standard electric and power strip

Gold Exhibitor Package – $10,000.00

In addition to the above, this package includes:

- Company ad: ½ page company advertisement in industry booklet (distributed to all participants)
- 8’ x 10’ exhibit space * Green spaces on the Exhibitor Map/Floor plan (page 11)
- Booth equipment: Corner Booth, Pipe and drape (8’ back wall, 3’ side walls)
- Booth furniture: One (1) 6’x30” table, draped and skirted, two (2) chairs, one (1) wastebasket
- Four (4) Additional exhibitor badges (provides full access to symposium sessions and meals with exhibitor badge)
- Conference bag insert (distributed to all participants)
  o 8-1/2” x 11” or smaller
  o Quantity: 750
  o Submission deadline: January 14, 2019 (submit to coordinator for approval)
  o Delivery deadline: February 8, 2019 (coordinator will send shipping instructions upon approval of insert)
- Fees waived for standard electric and power strip

Silver Exhibitor Package – $3,500.00
In addition to the above, this package includes:

- Company logo and listing featured in industry booklet, which is distributed to all attendees and faculty
- 8’ x 10’ exhibit space * Green spaces on the Exhibitor Map/Floor plan (page 11)
- Booth equipment: Corner Booth, Pipe and drape (8’ back wall, 3’ side walls)
- Booth furniture: One (1) 6’x30” table, draped and skirted, two (2) chairs, one (1) wastebasket
- Two (2) Additional exhibitor badges (provides full access to symposium sessions and meals with exhibitor badge)

**Bronze Exhibitor Package – $2,500.00**

Tabletop Display only (T) on Exhibit map/Floor plan (page 11)

In addition to the above, this package includes:
- One (1) 6’x30” table, draped and skirted (additional furniture can be purchased via Show Management)

**Non-Profit/Publisher Exhibitor Package – $1,000.00  (Space limited)**

Tabletop Display only (T) on Exhibit map/Floor plan (page 11)

In addition to the above, this package includes:
- One (1) 6’x30” table, draped and skirted (additional furniture can be purchased via Show Management)

*Industry representatives who wish to claim CME credit must register as an attendee (discounted industry fees available).

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**INDUSTRY PARTICIPATION (Non-CME)**

**Pelvic Dissection TaTME Cadaver Lab**

The Pelvic Dissection TaTME Cadaver lab will include ten (10) stations. *Number of stations subject to change based on support.* Attendees participating in the Cadaver lab will perform one (1) complete procedure and will include two (2) participants.

Industry participation is required for any company wishing to participate as a vendor and provide product during the workshops. *This participation fee is separate from the exhibit fee packages.*

**Levels of Participation:**

- Platinum $15,000
- Gold $10,000
- Silver $7,500
- Bronze $5,000

**Equipment needed:**
- TES Platforms
- Video towers
- Staplers
- Retractors
- Insufflators
- Power Supplies
- Laparoscopic Instruments
- Miscellaneous surgical supplies

Includes:
• Recognition as Cadaver Lab Participant (Acknowledgement on slides and/or signage during lab)
• Company logo and listing featured in industry booklet
• One Day Participation in Lab – Wednesday, February 13, 2019
• Roster of Attendees and statistics

For further information regarding opportunities please contact: Sandy Ronnenberg, 954-659-5490, ronnens@ccf.org

OTHER PROMOTIONAL OPPORTUNITIES FOR EXHIBITORS

The following opportunities are available to companies that participate as an exhibitor. First commitment will have exclusivity to opportunity. Space and date availability must be confirmed.

• Industry Supported Event Opportunity (Space limited based on hotel availability)
  o $10,000 EVENING EVENT - up to 2 Hours after conclusion/ end of general session

During the general session hours, neither exhibitors nor their agents may conduct, or sponsor any educational or marketing activities directed toward the symposium registrants, other than part of an approved exhibit, without the permission of Cleveland Clinic.

The Industry Supported Event cannot overlap with the Cleveland Clinic DDSI Week 2019 programs. Days and times are first-come, first-served and will be based on hotel space availability.

The Industry Supporter Organization is responsible for all costs associated with the industry supported program/event, including but not limited to food and beverage. The Industry Supporter Organization is responsible for organizing the event and securing space. Event space is separate from the educational activity space.

The Industry supporter will provide poster/signage at the Cleveland Clinic DDSI Week 2019 registration desk (dimensions: 22”w x 28” h or larger) and can provide meeting promotion at Exhibit table and on Literature table.

Cleveland Clinic will provide a pre-registration list of Cleveland Clinic DDSI Week 2019 attendees. For further information regarding pre event or post event opportunities, please contact the respective coordinator:

Gastroenterology and Hepatology
Damaris Quintana
Phone: 954-659-5490
Email: quindad@ccf.org

Colorectal Disease
Sandy Ronnenberg
Phone: 954-659-5490
Email: ronnens@ccf.org

All signage & handouts must be pre-approved by Cleveland Clinic.
Materials to be submitted for approval by December 14th, 2018.
For any event, one of the following disclaimers must be included on the front of each invitation, mailer or signage:
This event is supported by <name of supporting organization>. This is not an official program/event of Cleveland Clinic Florida
OR
This program/event is developed and offered by <name of supporting organization>. This is not an official program/event of Cleveland Clinic Florida
Cleveland Clinic Florida does not guarantee attendance but is happy to assist, according to ACCME guidelines.
• **$1,000 Bag Insertion**  
  o Your company flyer inserted into attendee registration materials.  
  **Deadline for order commitment is: January 14, 2019**  
  o Materials should be printed by the company and direct shipped to hotel as coordinated with the DDSI WEEK 2019 CME team. (distributed to all attendees) 750 pieces - no larger than 8 1/2" x 11" - submit to Cleveland Clinic for approval by January 14, 2019 – **Delivery deadline: Friday February 8, 2019**

• **$5,000 Lanyards (logo opportunity) *limited to one supporter***  
  o Have your corporate logo and/or Cleveland Clinic’s logo seen on all official lanyards. Opportunity to sponsor the exclusive lanyard with badge holder is available to exhibitors on a first-come, first-served basis.  
  **Deadline for order commitment is: December 3, 2018**  
  o Lanyards will be distributed during on-site registration along with conference materials  
  o Payment is due prior to conference  
  o Cleveland Clinic will order product and handle shipment with consultation from sponsor and proof (approved by both parties) prior to final print.

• **$5,000 Conference Bags (logo opportunity) *limited to one supporter***  
  o Recognition of your company logo and Cleveland Clinic’s logo will be seen daily on bags used by attendees. Opportunity to sponsor the exclusive conference attendee’s bag is available to exhibitors on a first come, first-served basis.  
  o Industry supporter permitted one promotional insert (insert to be provided by supporter at own cost and shipped directly to organizer 3 weeks prior to event)  
  o Bags will be distributed during on-site registration along with conference materials  
  o Payment due prior to conference  
  o Cleveland Clinic will order product and handle shipment with consultation from sponsor and proof (approved by both parties) prior to final print.  
  **Deadline for order commitment is: December 3, 2018**

• **$7,500 Wi-Fi (logo opportunity)**  
  o Have your corporate logo seen on slides and signage.  
  **Deadline for order commitment is: December 14, 2018**  
  o Sponsor Wi-Fi access for 4 days Wednesday - Saturday

• **$5,000 Hotel Room Key and Folder (logo opportunity)**  
  o What better way to get your name in front of the conference attendees than by having your logo one of the most important items they will carry  
  o RFID Key Card: Full color front and black back  
  o Sponsor is responsible for providing artwork  
  **Deadline for order commitment is: December 14, 2018**

• **$3,500 Hotel Room Key ONLY (logo opportunity)**  
  o Sponsor is responsible for providing artwork  
  **Deadline for order commitment is: December 14, 2018**

• **$1,500 Hotel Presentation Folder ONLY (logo opportunity)**  
  o Sponsor is responsible for providing artwork  
  **Deadline for order commitment is: December 14, 2018**
• **Graphic Clings & Wraps (logo opportunity)**
  o Sponsorship will provide your company superb visibility throughout the conference
  o Great way to spotlight your company logo and guide attendees to your booth
  o Price includes production, installation and removal. Sponsor is responsible for providing artwork. Available options are:
    - $6,000 Escalator Wrap: Two (2) sides
    - $3,500 Escalator Wrap: One (1) side
    - $3,000 Caribbean Ballroom Window Cling: Three (3) windows
    - $1,500 Caribbean Ballroom Window Cling: One (1) window
    - $2,000 Charging Station: Two (2) sides
    - $750 Charging Station: One (1) side

- Located directly outside general session

**Deadline for order commitment is: December 14, 2018**