Prospectus
Exhibit & Promotional Opportunities

18th Annual
Surgery of the Foregut Symposium
February 17-20, 2019
The Ritz-Carlton Fort Lauderdale, Fort Lauderdale, Florida

6th Annual
International Congress for Fluorescence Guided Surgery
February 16, 2019

REGISTER ONLINE
www.ccfcme.org/DDSI-WEEK
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 Ritz Carlton and Marriott Harbor Beach, Fort Lauderdale, Florida and will include the following educational activities:

- **18th Annual Surgery of the Foregut Symposium & 6th Annual Congress for Fluorescence Guided Surgery**
  - February 16-20, 2019 | The Ritz Carlton, Fort Lauderdale, Florida

To meet the nationally growing interest and necessity to develop and train health care providers in the treatment of digestive diseases, Cleveland Clinic has combined faculty and expertise to offer a unique educational activity to comprehensively address these needs.

The **Foregut Symposium** will provide surgeons and other health care professionals with a wide range of information related to new and well-established topics in foregut surgery. Attendees will become familiar with surgical aspects of conventional, laparoscopic, robotic, and endoscopic surgery of the foregut. In addition, attendees will acquire in-depth information related to New Frontiers in Bariatric and Metabolic Surgery. The program will include live surgery at Cleveland Clinic Florida to include complex cases scenarios and complications after surgery, plus video presentations.

The **Fluorescence Guided Surgery** symposium will focus on the new era of research on near infrared (NIR) imaging. The concept is based on the utilization of infrared light as a tool to guide surgery. This unique course will offer an updated and better understanding of the novel technique. Our goal is to foster the exchange of information and ideas on fluorescence imaging and its applications in surgery.

Optional programs include the **Scientific Paper Session**, where participant abstracts are presented in podium format.

Please also consider support of our **Colorectal Disease Symposium** and **Gastroenterology and Hepatology Symposium**, which will take place at the **Marriott Harbor Beach, Fort Lauderdale, February 13-16, 2019**. A prospectus can be obtained via our website [www.ccfcme.org/DDSI-Week](http://www.ccfcme.org/DDSI-Week) or by request to cme@ccf.org.

This activity is directed to a national and international audience of practitioners and health care professionals, including physicians, surgeons, fellows, residents, nurses, and allied health professionals in the fields of surgical endoscopy, general surgery, hepato-pancreatic and biliary surgery, as well as laparoscopic and bariatric surgery.

**Exhibit levels/registration and promotional opportunities are 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!**
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
Fort Lauderdale Ritz Carlton
Grand Ballroom Foyer, 4th Level
1 North Fort Lauderdale Beach Boulevard
Fort Lauderdale, FL 33304
Phone: 954-465-2300

EXHIBIT HALL HOURS
Saturday, February 16 6:45 am – 5:30 pm
Sunday, February 17 7:00 am – 6:30 pm
Monday, February 18 7:00 am – 5:45 pm
Tuesday, February 19 7:00 am – 4:15 pm

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
Saturday, February 16 7:50 am – 5:30 pm
Sunday, February 17 8:00 am – 6:30 pm
Monday, February 18 8:00 am – 5:45 pm
Tuesday, February 19 8:00 am – 6:30 pm

EXHIBIT OPTIONS
6 x 30” tabletop with linen and drape
Overhead rigging not available for this event.

REGISTRATION & SET-UP/TEAR-DOWN HOURS
REGISTRATION AND LOAD-IN
Registration: Friday, Feb 15, 5:00 pm - 8:00 pm
Set Up: Friday, Feb 15, 5:00 pm - 8:00 pm
All booths must be set by 8:00 pm, Friday, Feb 15

CLOSE AND CLEAR/LOAD-OUT
Tear Down: Tue, Feb 19, 3:30 pm
Tear Down is not permitted before 3:30 pm on Tue, Feb 19
EXHIBIT HALL WILL CLOSE at 4:15 pm after the final break

SHIPPING AND STORAGE
Packages and exhibit materials may be delivered to the hotel up to three (3) working days prior to the date of the symposium. Any shipment over five hundred (500) pounds may not be delivered in advance and must arrive on the set up day, Friday, February 15, 2019 after 3 pm. Hotel may assess handling fees. All packages and exhibit materials must include the following:
Surgery of the Foregut
February 16-19, 2019
ATTN: Kiley Lamey, Meeting and Special Events Manager

REGISTRATION/BADGE POLICY
All company representatives must be pre-registered by January 15, 2019. Please register your company and your representatives online at www.ccfce.org/DDSI-Week
Additional badges will be accommodated at a cost of $25 per badge per day without lunch or $50 per badge per day with lunch.

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.ccfce.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 February 1, 2019 to be eligible for a refund. A $750 administrative fee will be assessed for each booth cancellation.

Space not claimed by 8:00 pm, Friday, February 15, 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.
ACCOMMODATIONS/RESERVATIONS
Discounted group rates have been arranged with The Ritz Carlton. Please visit our website at www.ccfme.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 14, 2019 to guarantee room rate. Rooms are subject to availability and may sell out prior to the January 14, 2019 deadline.

SECURITY
The exhibit hall is an open foyer area and cannot be secured. 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 losses, damages, and claims arising out of exhibitor’s activities 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."

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 Saturday, February 16, 2019 – Tuesday, February 19, 2019 during the following time periods:

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<tr>
<th>Date/Day</th>
<th>Time</th>
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<tr>
<td>Saturday</td>
<td>7:50 am – 5:30 pm</td>
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<td>Sunday</td>
<td>8:00 am – 6:30 pm</td>
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<td>Monday</td>
<td>8:00 am – 5:45 pm</td>
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<tr>
<td>Tuesday</td>
<td>8:00 am – 6:30 pm</td>
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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

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 for more information.

CONTACT US:
Michael Schultz
Phone: 954-659-5490
Email: schultm3@ccf.org
EXHIBITOR FEES

Thank you for your interest in participating as an exhibitor. Space will be sold on a first come, first served basis. Space will be assigned based on your formal date of registration online. Please REGISTER ONLINE at www.ccfcme.org/DDSI-Week

Exhibitor Package – $3,000.00

Tabletop Display
1. One (1) 6’x30” table, draped and skirted and 2 chairs
2. Rental of exhibit space: Grand Ballroom Foyer
3. Exhibitor badges: Two (2) representative badges (provides full access to symposium sessions and meals)
   a. Additional Exhibitor badges $25 each per day without lunch OR $50 per day with lunch
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: Saturday - Tuesday (4 days)
6. Meals with exhibitors: Breakfast, 2 breaks and dessert/coffee following lunch will take place in the exhibit hall on each day
7. Attendee roster and statistics (To be distributed within 2 weeks of meeting end)

Non-Profit/Publisher Exhibitor Package – $1,250.00 (Space limited)

Tabletop Display
Package includes all of the above

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

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 $2,500 MORNING EVENT - 1 Hour prior to start of general session
  o $5,000 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 audio visual equipment, 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 coordinator:

Michael Schultz
Phone: 954-659-5490

Email: schultm3@ccf.org
All signage & handouts must be pre-approved by Cleveland Clinic. Materials to be submitted for approval by December 15, 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**
  - Your company flyer inserted into attendee registration materials.
  - **Deadline for order commitment is:** January 15, 2019
  - 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) 300 pieces - no larger than 8 1/2" x 11" - submit to Cleveland Clinic for approval by January 15, 2019 – **Delivery deadline:** Friday February 8, 2019

- **$5,000 Lanyards (logo opportunity) * limited to one supporter**
  - 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 1, 2018
  - Lanyards will be distributed during on-site registration along with conference materials
  - Payment is due prior to conference
  - Cleveland Clinic will order product and handle shipment with consultation from sponsor and proof (approved by both parties) prior to final print.

- **$2,500 Conference Bags (logo opportunity) * limited to one supporter**
  - 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.
  - 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)
  - Bags will be distributed during on-site registration along with conference materials
  - Payment due prior to conference
  - 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 1, 2018

- **$3,000 Wi-Fi (logo opportunity)**
  - Have your corporate logo seen on slides and signage.
  - **Deadline for order commitment is:** December 15, 2018
  - Sponsor Wi-Fi access for 4 days Saturday - Tuesday

- **$3,500 Hotel Room Key and Folder (logo opportunity)**
  - 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
  - RFID Key Card: Full color front and black back
  - Sponsor is responsible for providing artwork
  - **Deadline for order commitment is:** December 15, 2018

- **$2,000 Hotel Room Key ONLY (logo opportunity)**
  - Sponsor is responsible for providing artwork
  - **Deadline for order commitment is:** December 15, 2018
• $1,500 Hotel Presentation Folder ONLY (logo opportunity)
  ○ Sponsor is responsible for providing artwork
  Deadline for order commitment is: December 15, 2018