



**Cleveland Clinic**  
Digestive Disease & Surgery Institute

**DDI Week 2017**

February 14-18

# Prospectus

## Exhibit & Promotional Opportunities

Boca Raton Resort, Boca Raton, Florida

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.ccfcmc.org/DDIWEEK](http://www.ccfcmc.org/DDIWEEK)

*28th Annual Jagelman / 38th Annual Turnbull*  
**International Colorectal Disease Symposium**

*11th Annual*  
**Advanced Transanal Surgery Workshop/Wet Lab and TaTME Cadaver Lab**

*6th Annual*  
**Gastroenterology and Hepatology Symposium**

*16th Annual*  
**Surgery of the Foregut Symposium**

*4th Annual*  
**International Congress of Fluorescence Guided Imaging Surgery**



Dear 2017 Exhibitor,

We are very excited to invite you to participate in the 2017 Cleveland Clinic Digestive Disease Institute Week to be part of this excellent networking opportunity! DDI Week 2017 will take place at the Boca Raton Resort and Club in Boca Raton, Florida and will include the following educational activities:

- 28<sup>th</sup> Annual Jagelman / 38<sup>th</sup> Annual Turnbull International Colorectal Disease Symposium
- 11<sup>th</sup> Annual Transanal Surgery Workshop/Wet Lab & TaTME Cadaver Lab
- 6<sup>th</sup> Annual Gastroenterology and Hepatology Symposium
- 16<sup>th</sup> Annual Surgery of the Foregut Symposium
- 4<sup>th</sup> Annual International Congress of Fluorescence Guided Imaging Surgery

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 program is designed to provide a comprehensive in-depth, detailed overview of new, controversial, challenging, and provocative colorectal themes. **ISLCRS** is collaborating with the Cleveland Clinic to welcome participants from around the world to an exciting and stimulating conference which will bring together laparoscopic and colorectal experts to discuss issues in the field. Live surgical cases will be presented during the **Colorectal Live Surgery Day** and will include interaction with faculty to facilitate an improved knowledge base with development and honing of skills necessary to advance surgical performance and insure optimal outcomes for patients. This year will again include the **Transanal Surgery Workshop/Wet Lab & (New) TaTME Cadaver Lab**, which allows participants the opportunity to receive instruction from renowned faculty and develop and/or perfect their technique of transanal surgery.

The **Congress of Fluorescence Guided Imaging Surgery** is focusing on the new era of research on near infrared (NIR) imaging. This unique course will offer an updated and better understanding of technique and foster the exchange of information and ideas from world leaders on fluorescence imaging and its application in surgery.

As part of the Surgery of the Foregut symposium the **International Consensus on Revisional Bariatric/Metabolic Interventions (ICC-RBMI)** will continue to build on the foundation; not only to provide guidance for practicing surgeons, but also to establish the framework to answer the questions that will lead to improved quality and consistency of care for our patients.

The **Advanced Capsule Endoscopy Workshop** is designed for to enhance the reading skills of current practitioners using capsule endoscopy. Didactic lectures and review of actual full cases with faculty direction and interactive discussion will be presented, focusing on advanced clinical indications and findings and an approach to special situations in capsule endoscopy.

Multiple optional programs include the **Scientific Paper Session**, where participant abstracts are presented in both poster and podium format.

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, hepato-pancreatic surgery and biliary surgery as well as laparoscopic and bariatric surgery.

**Exhibit levels, registration and promotional opportunities are available on our website at:**

[www.ccfme.org/DDIWeek](http://www.ccfme.org/DDIWeek)

*We look forward to seeing you in South Florida in February 2017!*

## 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

**Boca Raton Resort**  
501 East Camino Real  
Boca Raton, FL 33432  
Phone: 561-447-3000

### 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 through Friday

See more at: <http://www.showmanagement.com>



### EXHIBIT HALL HOURS

<b>Wednesday, February 15</b>	12:00pm – 5:00pm
<b>Thursday, February 16</b>	7:00am – 5:00pm
<b>Friday, February 17</b>	7:00am – 5:00pm
<b>Saturday, February 18</b>	7:00am – 1:00pm

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



### PASSBOOK

Attendees will receive a "passbook" that will require industry validation. Please provide a unique sticker/stamp for this purpose. Special drawing will be held for all those that complete and turn in their cards. Prizes will be awarded.

### GENERAL SESSION HOURS

Wed, Feb 15	7:00am – 6:30pm
Thur, Feb 16	7:00am – 6:30pm
Fri, Feb 17	7:00am – 6:45pm
Sat, Feb 18	7:00am – 6:15pm

### EXHIBIT OPTIONS

**Platinum:** 8' x 20' booths inside the Royal Exhibit Hall and in the Grand Assembly at the exhibit all entrance (Limited to 6 participants first come first serve)

**Gold:** 8' x 10' Corner booth with pipe and drape

**Silver:** 8' x 10' Inline booth with pipe and drape

**Bronze:** 6' tabletop with linen, drape and two chairs

**Overhead rigging not available for this event.**

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

#### MOVE-IN

**Set Up:** Wed, Feb 15, 8:00am-12:00pm

*All booths must be set by 12:00pm, Wed, Feb 15*

**EXHIBIT HALL WILL OPEN with Dessert/Coffee**

#### CLOSE AND CLEAR

**Tear Down:** Sat, Feb 18, 1:00pm

*Tear Down is **not permitted** before 1:00pm, Sat, Feb 18*

**EXHIBIT HALL WILL CLOSE after Dessert/Coffee**

### REGISTRATION/BADGE POLICY

All company representatives **must** be pre-registered by January 15, 2016. Please register your company and your representatives online at

[www.ccfme.org/DDIWeek](http://www.ccfme.org/DDIWeek)

Additions or changes will be accommodated at a cost of \$50 per badge.



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 is accepted by check or credit card and must be paid in full prior to event date.**

### 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.

## EXHIBIT INFORMATION

### **TRANSANAL SURGERY WORKSHOP/WETLAB AND TATME CADAVER LAB - FEBRUARY 14, 2017 INDUSTRY PARTICIPATION (NON-CME)**

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.

For further information regarding opportunities please contact Sandy Ronnenberg directly.

#### **Sandy Ronnenberg**

Phone: 954-659-5490

Email: [ronnens@ccf.org](mailto:ronnens@ccf.org)

### **INDUSTRY SUPPORTED EVENT OPPORTUNITY**

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.

For further information regarding pre event or post event opportunities see details in the prospectus below and contact Beth Christoff directly.

#### **Beth Christoff, BSN, MBA**

Phone: 216-445-2809

Email: [christb@ccf.org](mailto:christb@ccf.org)

### **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)

### **ACCOMMODATIONS/RESERVATIONS**

Discounted group rates have been arranged with The Boca Raton Resort. Please visit our website at [www.ccfcmecme.org/DDIWeek](http://www.ccfcmecme.org/DDIWeek) to see the many amenities and activities the hotel has to offer and to make your reservation.

Reservations must be made by January 11, 2016 to guarantee room rate. *Rooms are subject to availability and may sell out prior to the January 11, 2016 deadline.*

### **COMMERCIAL PRESS**

Journalists are welcome and must have prior approval from the CME Office at Cleveland Clinic. Please contact us at 216-444-0295 or [ddicme@ccf.org](mailto:ddicme@ccf.org) for more information.

### **CONTACT US:**

#### **Beth Christoff, BSN, MBA**

Phone: 216-445-2809

Email: [christb@ccf.org](mailto:christb@ccf.org)

#### **Sandy Ronnenberg**

Phone: 954-659-5490

Email: [ronnens@ccf.org](mailto:ronnens@ccf.org)

#### **Jean Lucas**

Phone: 216-444-0295

Email: [lucasj1@ccf.org](mailto:lucasj1@ccf.org)

#### **Michael Schultz**

Phone: 954-659-5490

Email: [schulm3@ccf.org](mailto:schulm3@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 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choice for placement upon registration. Space will be assigned based on your formal date of registration online. Please visit our website to register [www.ccfcm.org/DDIWeek](http://www.ccfcm.org/DDIWeek)

### Exhibitor Package – Platinum **\$20,000.00** (Only 6 Spaces Available)

#### Includes:

- **Recognition as Platinum Level Exhibitor** (Acknowledgement on slides and/or signage)
- Company logo and listing featured in course mobile App
- **8' x 20' foot display area - \* Blue spaces on the Exhibitor Map/Floor plan**
  - Includes back 8' and side 3' framing and drape, (1) drafted table 6 foot length, (2) chairs, one wastebasket,
  - 7"x44" white sign with black letters - one line of company name (If using own display, must notify - 'Do not need table/chairs')
- Exhibit Location: **Royal Exhibit Hall and/or Grand Assembly at entrance of exhibit hall (Assigned Premier "P" )**
- **Three (full) days of exhibit space**
- **Six (6)** Exhibitor badges (provides full access to symposium sessions and meals with exhibitor badge)
- Additional Exhibitor badges \$50 each
- **Insert into conference bag/material** (given to all attendees) 1,000 pieces - no larger than 8 1/2" x 11" - Printed materials due by January 15, 2017 - **Deadline for order shipment to be received at the hotel is: Friday February 10, 2017**
- Roster of Attendees and statistics
- Standard electric and power strip fees waived

### Exhibitor Package – Gold **\$10,000.00** (Space Limited -12 Available)

#### Includes:

- **Recognition as Gold Level Exhibitor** (Acknowledgement on slides and/or signage)
- Company logo and listing featured in course mobile App
- **8' x 10' foot CORNER display area \* Yellow spaces on the Exhibitor Map/Floor plan**
  - Includes back 8' and side 3' framing and drape, (1) drafted table 6 foot length, (2) chairs, one wastebasket,
  - 7"x44" white sign with black letters - one line of company name (If using own display, must notify - 'Do not need table/chairs')
- Exhibit Location: **Royal Exhibit Hall (Assigned – Corner "C" )**
- **Three (full) days of exhibit space**
- **Six (6)** Exhibitor badges (provides full access to symposium sessions and meals with exhibitor badge)
- Additional Exhibitor badges \$50 each
- **Insert into conference bag/material** (given to all attendees) 1,000 pieces - no larger than 8 1/2" x 11" - Printed materials due by January 15, 2017 - **Deadline for order shipment to be received at the hotel is: Friday February 10, 2017**
- Roster of Attendees and statistics
- Standard electric and power strip fees waived

## Exhibitor Package – Silver **\$5,000.00** (Space Limited -18 Available)

### Includes:

- **Recognition as Silver Level Exhibitor** (Acknowledgement on slides and/or signage)
- Company logo and listing featured in course mobile App
- **8' x 10' foot INLINE display area \* Green spaces on the Exhibitor Map/Floor plan**
  - Includes back 8' and side 3' framing and drape, (1) drafted table 6 foot length, (2) chairs, one wastebasket,
  - 7"x44" white sign with black letters - one line of company name (If using own display, must notify - 'Do not need table/chairs')
- Exhibit Location: **Royal Exhibit Hall (Assigned- Inline "I" )**
- **Three (full) days of exhibit space**
- **Four (4)** Exhibitor badges (provides full access to symposium sessions and meals with exhibitor badge)
- Additional Exhibitor badges \$50 each
- Roster of Attendees and statistics
- Standard electric and power strip fees waived

## Exhibitor Package – Bronze **\$2,500.00** (Space Limited -30 Available)

### Includes:

- **Recognition as Bronze Level Exhibitor** (Acknowledgement on slides and/or signage)
- **One (1) 6'x30" table**, drafted and skirted, (2) chairs, one wastebasket **\*Pink tables on the Exhibitor Map/Floor plan**
- **Three (full) days of exhibit space**
- Exhibit Location: **Royal Exhibit Hall (Assigned- Tabletop "T" )**
- **Two (2)** Exhibitor badges (provides full access to symposium sessions and meals with exhibitor badge)
- Additional Exhibitor badges \$50 each
- Roster of Attendees and statistics
- Standard electric and power strip fees extra - can be purchased by Show Management

\*To claim CME credit you must register as a participant for an additional fee

## NON PROFIT ORGANIZATIONS

## Exhibitor Package – Non-Profit **\$1,000.00** (Space limited)

### Includes:

- **Recognition as Non-Profit Exhibitor** (Acknowledgement on slides and/or signage)
- **Three (full) days of exhibit space**
- **One (1) 6' x30" table**, drafted and skirted, (2) chairs **\* Pink tables on the Exhibitor Map/Floor plan**
- **Two (2)** Exhibitor badges (provides full access to symposium sessions and meals with exhibitor badge)
- Additional Exhibitor badges \$50 each
- Exhibit Location: **Royal Exhibit Hall (Assigned - Tabletop "T" )**
- Roster of Attendees and statistics

\*To claim CME credit you must register as a participant for an additional fee

## INDUSTRY PARTICIPATION (Non-CME) FEE / WORKSHOP

### Industry Participation Fee **\$15,000.00** *(Space limited)*

#### Transanal Surgery Workshop/Wet Lab - Tuesday, February 14, 2017

The workshop/wet lab will include six (6) stations each for hands-on instruction in the following techniques: TEM, TEO TAMIS, and SILS. Attendees will rotate through all techniques.

#### Pelvic Dissection TaTME Cadaver Lab

The Pelvic Dissection TaTME Cadaver lab will include six (6) stations. Attendees participating in the Cadaver lab will perform one (1) complete procedure.

#### Includes:

- **REQUIRED** Industry participation fee: \$15,000 per company to participate as a vendor and provide product at the workshop. Exhibit package is not included in participation fee (Separate registration for exhibit space required).
- **Recognition as Industry Workshop/Wet Lab Participant** (Acknowledgement on slides and/or signage)
- Company logo and listing featured in course mobile App for the workshop
- **One Day Participation in Workshop – Tuesday, February 14, 2017**
- **Six (6)** Industry Participant badges (provides full access to symposium sessions and meals with badge)
- Exhibit Location: **Workshop Ballroom**
- Roster of Attendees and statistics

## 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)**
  - **\$5,000 MORNING EVENT** - 1 Hour prior to start of general session
  - **\$10,000 EVENING EVENT** - up to 2 Hours after conclusion/ end of general session

The Industry Supported Event cannot overlap with the **Cleveland Clinic DDI Week 2017 programs**. Days and times are first come first serve and will be based on hotel space availability. (See information on page 4 of prospectus).

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 DDI Week 2017** registration desk (dimensions: 22"w x 28" h) and can provide meeting promotion at Exhibit table.

The Cleveland Clinic will provide a pre-registration list of **Cleveland Clinic DDI Week 2017** attendees.

**All signage & handouts must be pre- approved by the Cleveland Clinic Program Manager.**

Materials to be submitted for approval by **December 15<sup>th</sup>, 2016**.

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 the Cleveland Clinic.**

OR

**This program/event is developed and offered by <name of supporting organization>. This is not an official program/event of the Cleveland Clinic.**

Cleveland Clinic does not guarantee attendance

**For additional information on offerings, contact Beth Christoff at [christb@ccf.org](mailto:christb@ccf.org) or 216-445-2809.**

- **\$1,000 Bag Insertion**
  - Your meeting announcement or company flyer inserted into attendee registration materials.  
**Deadline for order commitment is: January 15, 2017**
  - Printed materials 1,000 are to be printed by the company and direct shipped to hotel as coordinated with the DDI WEEK 2017 CME team. (given to all attendees) 1,000 pieces - no larger than 8 1/2" x 11" - Printed materials due by January 15, 2017 - **Deadline for order shipment to be received at the hotel is: Friday February 10, 2017**
  
- **\$5,000 Lanyard Sponsorship (logo opportunity)**
  - 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, 2016**
  - Lanyards will be distributed during on-site registration along with conference materials
  - This opportunity is limited to one supporter
  - 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.
  
- **\$5,000 Attendee Bag Sponsorship (logo opportunity)**
  - 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
  - This opportunity is limited to one supporter
  - 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, 2016**
  
- **\$10,000 Wi-Fi Sponsorship (logo opportunity)**
  - Have your corporate logo seen on slides and signage.  
**Deadline for order commitment is: December 15, 2016**
  - Sponsor Wi-Fi access for 5 days Wednesday - Sunday during General Sessions
  
- **\$5,000 RECHARGE Lounge Area with Charging Stations (logo opportunity)**
  - Have your corporate logo seen on signage in the lounge and at charging stations. Charging stations to be provided.
  - Located directly outside general session and next to main registration desk.  
**Deadline for order commitment is: December 15, 2016**