

# INDUSTRY SHOWCASE



DEADLINE TO APPLY IS APRIL 8, 2011

Let DDW help you advertise your company's Industry Supported Seminar (ISS) or product. **Deadline to apply is April 8, 2011.**

Produce a 22" wide x 28" high poster, including a photo (measuring 16" high x 20" wide) company name, address, phone number and a 50-word description. Refer to the "Rules and Regulations" section for artwork guidelines.

Posters will be displayed in a showcase in a high-traffic area of the convention center during DDW. A pocket for brochures/event invitations will be placed next to the poster. Each company will be responsible for refilling its own brochures/invitations during DDW.

## RULES AND REGULATIONS

- All advertisements and/or promotions must include the following statement: "This program is not affiliated with Digestive Disease Week®". This statement must appear on the cover/front page of any promotional piece using at least 12pt. font size.

- Use of the DDW® Name must for Digestive Disease Week®) in any promotions, advertisements, meeting materials or correspondence related to the program must receive prior written approval by contacting DDW Administration
- The DDW logo may not be used and may not appear on any of the materials.
- Poster must be sent to Freeman (on foam core) no later than April 29, 2011.
- Applications must include the completed application form and payment.
- Submit one application per product or event.

## Rules for Industry Seminars

- This showcase is available only to companies that have scheduled an official ISS.
- Authorized signer of this application form must be familiar with the "Rules and regulations" for ISS Advertising, per this form, the DDW ISS Application and online at [www.ddw.org](http://www.ddw.org).

## Rules for Products

- Company must be the manufacturer or exclusive distributor of the product.

## SUBMISSION OF INFORMATION

- Submit your poster's design to DDW Administration for approval by April 8, 2011.
- The design and printing of the poster is the responsibility of the supporting company or its third-party planner.
- Posters should be 22" wide x 28" high, mounted on foam core.
- Posters must be received by April 8, 2011. Ship to:

DDW Show Management  
c/o Freeman  
2500 West 35<sup>th</sup> Street  
Chicago, IL 60632

- Posters will be will forwarded to the company at the end of DDW. They may be claimed from Show Manager's office onsite through 5 p.m. on Tuesday, May 10, 2011. Unclaimed posters will be discarded.

## Submission Checklist:

- COMPLETED APPLICATION FORM
- PAYMENT: \$1000 EXHIBITOR/\$1500 NON-EXHIBITOR
- SUBMIT A PDF OF POSTER ARTWORK TO DDW ADMINISTRATION FOR APPROVAL BY APRIL 8, 2011
- SHIP FINISHED POSTER TO FREEMAN TO ARRIVE BY APRIL 29, 2011

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Company: \_\_\_\_\_

Payments can be made by check or wire transfer. All checks must be in U.S. dollars drawn on a U.S. bank and made payable to Digestive Disease Week. Company name must be indicated on the check. Please contact Nia Murphy Price for wire transfer information ([nmurphy@gastro.org](mailto:nmurphy@gastro.org)).  
Questions: 301-941-9789

Send application and payment to: DDW Administration – ATTN: Nia Murphy  
4930 Del Ray Avenue  
Bethesda, MD 20184  
Fax: 301-654-3978