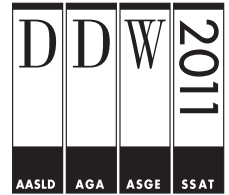


PRODUCT THEATER (PT) APPLICATION

Applications must include full payment or they will not be considered.

DEADLINE TO APPLY IS MARCH 11, 2011



Exhibiting Company Name

Address

City State/Province Zip/Postal Code Country

Exhibiting Company Contact Person Title

Phone Fax E-Mail

Onsite Contact Title

Phone Fax E-Mail

Title of program: _____

**Preferred dates are (Two choices must be selected):
PLEASE WRITE IN THE NUMBER 1 FOR YOUR PREFERRED SLOT, AND 2
FOR YOUR SECOND.**

SUNDAY, MAY 8

10:00 –10:45am 11:00 –11:45am 12:00 –12:45pm
1:00 –1:45pm 2:00 –2:45pm

MONDAY, MAY 9

10:00 –10:45am 11:00 –11:45am 12:00 –12:45pm
1:00 –1:45pm 2:00 –2:45pm

TUESDAY, MAY 10

10:00 –10:45am 11:00 –11:45am 12:00 –12:45pm
1:00 –1:45pm 2:00 –2:45pm

To request space for more than one slot, please use additional copies of this form. A limited number of PTs are available each day. Space is assigned on a first-come, first-served basis.

50 words of promotional copy about the PT:

is attached will be e-mailed to kmcneil@gastro.org by March 11, 2011.

The promotional copy will be included in the DDW Program Book and other official DDW materials.

I have read and understood this agreement, and serve as an authorized agent for the applicant company. Applications without a signature will not be accepted. I understand that failure to comply with these rules and regulations will result in the loss of all priority points earned for DDW 2011 for the exhibiting company.

SIGNATURE OF AUTHORIZED AGENT

FEES: In order to be processed, applications must be accompanied by the appropriate non-refundable fee of \$15,000 per PT.

Make check payable to DDW or contact Kasey McNeil at kmcneil@gastro.org to arrange for wire transfer.

All expenses are the responsibility of the supporter. Applications without full payment will not be accepted.

Please review the rules and regulations and return this form with payment to:

DDW Administration
4930 Del Ray Avenue
Bethesda, MD 20814-2512
Fax: (301) 654-3978
Attn: Kasey R. McNeil
kmcneil@gastro.org

Please attach separate applications for each Product Theater session. Applications will be accepted on a first-come, first-served basis.

PRODUCT THEATER (PT) RULES AND REGULATIONS

Eligibility

Only DDW exhibitors who have secured a booth are eligible to apply for slot for a 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 PT will be revoked. This policy will be strictly enforced and any violations will result in the loss of priority points earned for DDW 2011 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 the first page of this application.

Contact Kasey McNeil at (301) 941-2628 or kmcneil@gastro.org for additional information.

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 product theater 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
- Lead retrieval equipment
- Projection screen
- Sound amplification and mixer system
- VGA switcher
- Electricity for the above

The Product Theater area must be cleared within 15 minutes of the end of each session.

Services Provided by DDW Administration

- Assign day and time.
- Provide mailing lists, to include one list of pre-registered attendees and one list of the attendees that attended the session (available two weeks following the close of DDW).
- List the program in the DDW Daily News, on the DDW website, in the DDW Program Book (if PT is reserved by March 11), and in each attendee's conference bag.
- Assign space on the exhibit floor and arrange theater style seating for 100 people.
- Provide program signage outside the theater.
- Provide one badge scanner for onsite admission tracking at the program check-in.

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.
- 50 words of promotional copy, for use in the DDW Program Book and other official DDW materials, is due March 11, 2011.

Onsite 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).

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 PT.

Limitation of Liability

The sponsoring company and affiliates shall indemnify DDW and its components 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 Product Theater area.