

# CROHN'S & COLITIS CONGRESS®

JANUARY 25-27, 2024 • BELLAGIO, LAS VEGAS

## Product Theater Rules and Regulations

### Eligibility

Only Crohn's and Colitis Congress® (Congress) Industry Supporters who have secured exhibit space are eligible to apply for a Product Theater slot, subject to availability and adherence to all published guidelines. In the event a company reserves an exhibit space but cancels prior to Congress or is a no-show on the exhibit floor, permission to hold the Product Theater will be revoked.

### Scheduling

Date	Time	Supporter
Friday, January 26, 2024	7:45 – 8:15 a.m.	Pfizer
Friday, January 26, 2024	12:30 – 1:00 p.m.	AbbVie
Friday, January 26, 2024	1:15 – 1:45 p.m.	AbbVie
Friday, January 26, 2024	2:00 – 2:30 p.m.	Lilly USA
Friday, January 26, 2024	3:45 – 4:15 p.m.	Janssen Biotech, Inc.
Saturday, January 27, 2024	7:40 – 8:10 a.m.	Takeda Pharmaceuticals USA Inc.
Saturday, January 27, 2024	9:45 – 10:15 a.m.	Celltrion USA, Inc

### Deadlines\*

You will need to submit the following using the [Product Theater Information Form](#) no later than December 15, 2023:

- Title
- Topic/Brand
- 50-Word Description
- Speaker(s)

\*Failure to meet these deadlines could result in website, signage, and other onsite promotional materials with outdated information. It is the supporter's responsibility to meet these deadlines.

### Fee

The fee for one time slot is \$20,000. Companies are eligible to secure more than one time slot.

## Payment Terms

All Congress Product Theaters and Marketing Opportunities will be billed at 100% upon selection and execution of the sponsorship contract. Payment is due no later than 30 days from the date of order. Failure to make full payment by this date will result in the item being placed back into inventory for another party to purchase and Product Theater organizers will incur cancellation fees for the Product Theater (see below). Congress reserves the right to reject or resell any opportunity if payment is not received within 30 days. If an order is placed after Nov. 1, 2023, payment will be due upon reservation. Congress reserves the right to not fulfill any unpaid Marketing Opportunities. Please make sure to include your company name and invoice number on all forms of payment. Exhibitors that use sister/parent/third-party companies to make payments need to reference the company name on the invoice.

## Cancellation Fee

Notification of sponsorship cancellations must be in writing. Any exhibitor canceling a sponsorship opportunity will be charged a fee based on the following schedule:

- On or before Nov. 1, 2023:
  - 50% of the total sponsorship opportunity fee is due, regardless of whether the opportunity is re-sold.
- After Nov. 1, 2023:
  - 100% of total sponsorship opportunity fee is due, regardless of whether the opportunity is re-sold.

Product Theater cancellations will result in automatic cancellation of any marketing opportunities secured for the Product Theater. No refunds will be provided for these other opportunities.

## Logistics

The sponsoring company shall be solely responsible for the management of the logistics of their Product Theater, and for payment of additional costs related to the Product Theater including, but not limited to, catering, electrical, and/or internet. Congress does not provide logistical support for Product Theaters apart from the services specifically listed below.

The Bellagio is the exclusive provider of audio-visual services. Expenses for additional services and additional electrical costs incurred are the responsibility of the sponsoring company. Any additional equipment needed must be approved by Show Management and items must not alter the setup of the Product Theater in any way. Added items will need to be added for the entire day as not to impact or disturb other product theaters or activities scheduled in this space.

The following AV is included:

- Lavalier microphones
- One podium microphone
- One wired aisle microphone
- One 55-inch monitor
- Sound amplification and mixer system
- VGA switcher
- Electricity for the above

**Lead retrieval will not be provided. If you wish to collect leads from your Product Theater, it is your responsibility to coordinate with our official vendor CDS. Information on Lead Retrieval can be found on the Industry Supporter Dashboard.**

All Product Theaters must end by your designated end time. Congress reserves the right to cut off your presentation if the presentation extends past the end time.

## Services Provided by Show Management

- A complimentary mailing list of pre-registered attendees, upon request only.
- Listing of the product theater time and supporter on [crohnscolitiscongress.org](http://crohnscolitiscongress.org) and in the mobile app
- A theater in the Exhibit Hall that will seat 40-50 people.
- Day of push notifications on the mobile app.
  - This is not specific to your theater. It will have general product theater messaging.

## Pre-Meeting Policies

- All products and services discussed at Congress shall be related to digestive health or GI practice and to Congress' 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 Show Management prior to distribution. It is the sole responsibility of the sponsor to work with Show Management to receive approval of materials.**

## Use of the Congress 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 the Crohn's and Colitis Congress®."
- The Congress logo may not be used in any promotions, advertisements, meeting materials or correspondence related to the program.

## Food and Beverage

Industry Supporters are encouraged to provide catering at their own expense for the participants attending the Product Theater. If the supporter is providing food and beverage for your product theater, it is your responsibility to order porter service to clean the area for the next group. It is the responsibility of the supporter to ensure that attendees and speakers clear the theater at the end of your session in a timely manner.

## Limitation of Liability

The supporting company and affiliates shall indemnify Congress and its components societies against all claims, demands, actions, expenses, damages, penalties, attorney's fees, or proceedings incurred by Congress because 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. Congress will not be liable for damage or loss to the supporting company's property, nor shall Congress be liable for any injury that may occur in the area.