



CROHN'S & COLITIS CONGRESS®

A Partnership of the Crohn's & Colitis Foundation and the American Gastroenterological Association

TRANSFORMING IBD CARE



JANUARY 25-27, 2024

Bellagio, Las Vegas, Nevada

#CCCongress24

crohnscolitiscongress.org

INDUSTRY PROSPECTUS



Crohn's & Colitis Foundation

The Crohn's & Colitis Foundation (the Foundation) is the largest non-profit, voluntary health organization dedicated to finding the cures for Crohn's disease and ulcerative colitis, and to improving the quality of life of children and adults affected by these diseases. For more than five decades, the Foundation has advanced its mission by funding critical research; providing educational resources and support services for patients and families afflicted with IBD; and providing education and awareness to medical professionals and the public. For more support visit crohnscolitisfoundation.org.



American Gastroenterological Association (AGA)

The American Gastroenterological Association is the trusted voice of the GI community. Founded in 1897, AGA has grown to more than 16,000 members from around the globe who are involved in all aspects of the science, practice and advancement of gastroenterology. The AGA Institute administers the practice, research and educational programs of the organization. Visit gastro.org.

Together, we are committed to convening the greatest minds in IBD to transform patient care and accelerate the pace of research.

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LETTER OF INVITATION

Dear Colleagues:

We are thrilled to invite you to join us on January 25–27, 2024, at the Bellagio in Las Vegas, for the seventh annual Crohn's & Colitis Congress®.

A collaboration between the Crohn's & Colitis Foundation and the American Gastroenterological Association, the Congress is truly the premier conference for inflammatory bowel disease (IBD) professionals. It continues to grow and evolve, bringing together and empowering a multidisciplinary community of healthcare professionals, researchers and industry to transform IBD care.

This Congress presents an exceptional opportunity for industry leaders to sponsor and exhibit, showcasing your latest developments, products and services, and building important relationships with leading experts and practitioners.

Regardless of discipline, whether a clinician, scientist, advanced practice provider or professional in any IBD-related field, this event promises to deliver exceptional value. Attendees can immerse themselves in highly interactive research and clinical presentations, engaging breakout sessions, and thought-provoking multidisciplinary panels.

Sessions will cover a broad range of topics including: the latest scientific research and breakthroughs, different treatment scenarios on how to optimize patient outcomes, psychosocial and co-morbid treatment considerations, and much more. See the full agenda on p. 4.

We look forward to seeing you in Las Vegas and working together to advance prevention, treatment and cures for IBD patients!

Sincerely,



Peter D. R. Higgins, MD, PhD, MSc, AGAF
University of Michigan
Co-Chair, Organizing Committee



Laura H. Raffals, MD, MS
Mayo Clinic
Co-Chair, Organizing Committee

AGENDA

Note: All times listed in Pacific Standard Time. All times and programming are subject to change. Visit crohnscolitiscongress.org for up-to-date information.

THURSDAY, JANUARY 25, 2024

<u>TIME</u>	<u>SESSION TITLE</u>
8:30 a.m. – 4:30 p.m.	Sessions
5:00 – 6:00 p.m.	Receptions

FRIDAY, JANUARY 26, 2024

<u>TIME</u>	<u>SESSION TITLE</u>
6:00 – 7:30 a.m.	Satellite Symposium
7:30 – 8:30 a.m.	Breakfast/Exhibit Hall
8:30 – 9:30 a.m.	Sessions
9:30 – 10:00 a.m.	Break/Exhibit Hall
10:00 – 11:00 a.m.	Sessions
11:00 – 11:30 a.m.	Break/Exhibit Hall
11:30 a.m. – 12:30 p.m.	Satellite Symposium
12:30 – 2:30 p.m.	Lunch/Exhibit Hall
2:30 – 3:30 p.m.	Sessions
3:30 – 4:30 p.m.	Break/Exhibit Hall
4:30 – 6:30 p.m.	Sessions
7:00 – 8:00 p.m.	Poster Reception
8:00 – 11:00 p.m.	Congress Reception

SATURDAY, JANUARY 27, 2024

<u>TIME</u>	<u>SESSION TITLE</u>
6:00 – 7:30 a.m.	Satellite Symposium
6:00 – 8:00 a.m.	Women In IBD
7:30 – 8:15 a.m.	Breakfast/Exhibit Hall
8:15 – 9:40 a.m.	Sessions
9:40 – 10:10 a.m.	Break/Exhibit Hall
10:15 a.m. – 12:15 p.m.	Sessions

*All breaks and food functions will take place in the Exhibit Hall except for the Congress Reception

WHY PARTICIPATE?

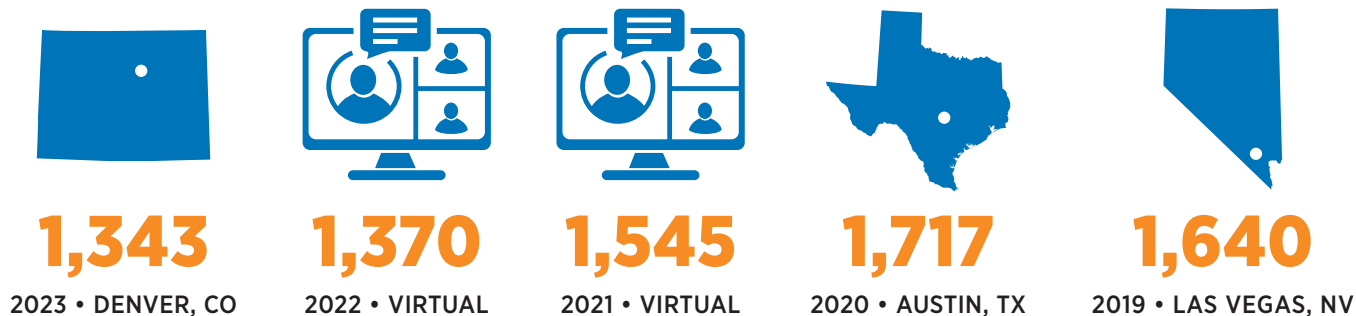
The Crohn's & Colitis Congress® convenes the nation's leading IBD patient organization, the premier gastroenterological professional organization, and the nation's foremost clinical and research thought leaders. Together, we are at the forefront of comprehensive patient care and groundbreaking research and will forge the roadmap toward advancing treatments and cures for IBD.

The Congress' sixth year had a robust attendance of over 1,000 key professionals from the IBD field and beyond present. Representing insights and practices from the United States and a number of international countries, individuals from a variety of disciplines, including (adult and pediatric) research, surgery, pathology, nutrition, radiology and mental health, convened to focus on methods to catalyze IBD research and accelerate precision medicine, with the goal of answering critical clinical and research questions.

The Congress also attracts key audiences, including young and junior investigators, nurses and advanced practice providers, as well as dietitians, who all lend unique perspectives crucial in revolutionizing IBD patient care. We invite and encourage all of our partners to demonstrate their commitment to the IBD community by taking part in this unique Congress, where ideas will be shared and networking opportunities afforded within this intimate environment.

ATTENDEE DEMOGRAPHICS

TOTAL ATTENDANCE



PROFESSIONAL ATTENDANCE

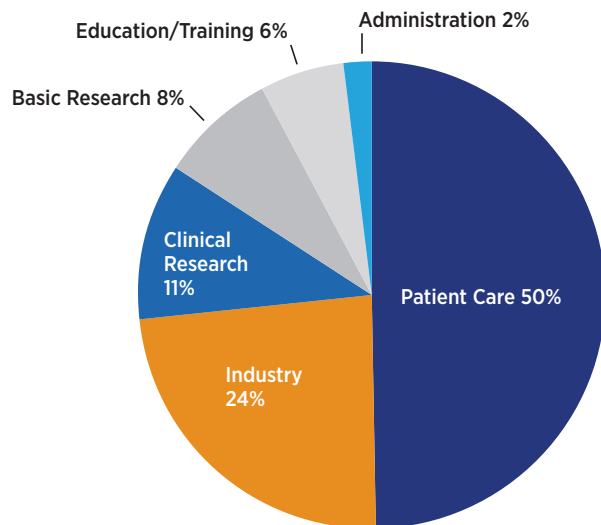
2023	Denver, CO	1,007
2022	Virtual	1,225
2021	Virtual	1,425
2020	Austin, TX	1,388
2019	Las Vegas, NV	1,344

GEOGRAPHIC BREAKDOWN



ATTENDEE DEMOGRAPHICS

PRIMARY PROFESSIONAL ACTIVITY



82%
Adult



15%
Pediatric



3%
Surgeon

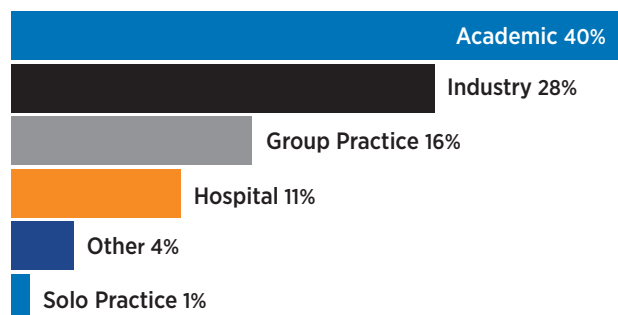
AREAS OF INTEREST

Clinical	23%	Colorectal Cancer	5%
Research	13%	Technologies and Procedural Innovations	4%
Microbiome in Gastrointestinal and Liver Diseases	12%	Mental Health	3%
Education and Training	12%	Other	3%
Health Care Delivery, Disparities and Practice Mgmt	9%	Pathology	2%
Nutrition	6%	Surgery	2%
Pediatric	5%	Radiology	1%

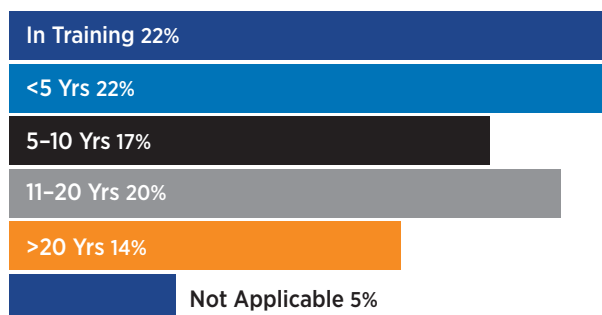
PRESCRIBING CAPABILITIES

57%
✓ YES

PRACTICE SETTING



YEARS IN PRACTICE/RESEARCH



SUPPORTER OPPORTUNITIES & BENEFITS

For more information, visit crohnscolitiscongress.org/whyexhibit.

	TRAILBLAZER	INNOVATOR	LEADER	ACHIEVER	CONTRIBUTOR	NON-PROFIT PARTNER
	\$90,000	\$60,000	\$48,000	\$36,000	\$15,000	\$2,500
Booth Dimensions <i>Trailblazer and Innovator level exhibitors will also have the option to receive a discount toward the purchase of an additional medical affairs booth.</i>	30'x30'*	20'x20'	20'x10'	10'x10'	8'x6'**	8'x6'**
Company Logo on Congress Bag <i>Booth must be paid in full by September 1 and artwork received by September 15 for production.</i>	•	•	—	—	—	—
Company Logo on Recognition Sign in Exhibit Hall <i>Booth must be paid in full by September 1 and artwork received by September 15 for production.</i>	•	•	•	—	—	—
Conference Bag Insert <i>(Exhibitor responsible for production and shipment of bag inserts)</i>	Complimentary printed and virtual insert	Complimentary printed and virtual insert	50% discount	—	—	—
Complimentary Registration List <i>This is a limited date list to view only. It will not include addresses, emails or any other contact information.</i>	•	•	•	•	•	•
Complimentary Exhibitor Booth Personnel Registration	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Complimentary Crohn's & Colitis Congress® Scientific Session and Reception Registration <i>Excludes the Friday Congress reception</i>	10	8	6	4	2	2
Company Logo on Conference Website	•	•	•	•	•	•
Online and Mobile App Listing	•	•	•	•	•	•

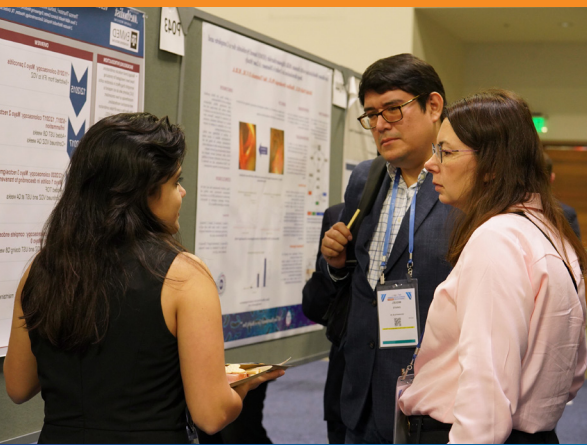
*Trailblazers can upgrade their booth size for an additional fee. Sizing will be limited.

**Contributors and Non-Profit Partners will be placed in Contributor Central.

INDUSTRY SUPPORTER RESOURCE CENTER

Once you have secured your exhibit space, you'll be given access (via password) to the Congress Industry Supporter Resource Center. Through this portal, you'll be able to access a host of information and tools, including:

- ✓ **Registration Portal**
- ✓ **Invoices and Balances Due**
- ✓ **Access to Freeman's Site to Order Booth Materials**
- ✓ **Access Housing Information**
- ✓ **Access to View and Purchase Marketing Opportunities**



SPONSORSHIPS

NETWORKING OPPORTUNITIES

Women in IBD Breakfast \$30,000

The AGA and the Foundation will specifically celebrate female leaders in the IBD space. This will include a keynote speaker and seek to provide guidance and networking opportunities for women at all stages of their careers, especially those who are looking to advance. Show your support of this initiative by sponsoring this event. *

Nurses and Advanced Practice Provider Networking Reception \$25,000

Where would IBD be without our nurses? Show your support for the health care providers who spend the most time with our patients by sponsoring this reception. *

Pediatric GI Networking Reception \$25,000

We cannot wait to celebrate the incredible successes and advancements of the pediatric IBD community. Join the fun by sponsoring a reception for this highly energetic and impactful group. *

Poster Session & Reception \$25,000

Want to align your brand with the latest and greatest in IBD research? Sponsorship of this reception is a fantastic way to demonstrate your company's commitment to the clinicians and researchers making the biggest discoveries in IBD. *

Early Career Reception \$30,000

Encourage and celebrate junior faculty and researchers by sponsoring the Early Career Reception. Take advantage of networking with this impressive group of up-and-comers — they are sure to be the next big names in IBD. *

* Includes: Cocktail napkins, tabletop signs, 22"x28" sign, mention in all communication, schedule and mobile app, company recognition in welcome speakers remarks.

TRAFFIC GENERATORS

Bag Inserts \$8,000

(10 available)

Get in front of attendees the moment they arrive by advertising your brand in our Congress in-person and virtual bags.

Stacked Cubes \$8,000

(3 sets available)

Stand tall and make a statement with branded cubes that will be positioned in prominent locations near the Exhibit Hall and clinical sessions.

Floor Graphics \$37,500

Provide a special message on the carpet decals, which are spread strategically, to draw attendees to your booth.

Exclusive Email Blasts

Your self-produced message delivered right to Congress attendees' inboxes!

December (2 available) \$8,000

January (3 available) \$8,000

Pre- and Post-Meeting Mailing List \$2,000

Contact attendees to the Congress before and after the meeting with access to a mailing list. All mail will be sent to a bonded mail house.

Sponsorships will be available in August to contracted exhibitors only.

SIGNAGE

Column Wrap Package \$25,000

(1 available)

Window Cling Package \$20,000 - \$40,000

(5 available)

Wall Graphic \$7,500

(1 available)

Digital Sign Call for Pricing

(1 available)

SPONSORSHIPS

ATTENDEE RESOURCES

Abstracts on USB\$30,000

Align your company's name with cutting-edge research in IBD. This opportunity allows a single sponsor to brand the USB that will include all accepted abstracts. (November 1 deadline.)

WiFi\$30,000

Be the resource no one can go without. When attendees connect to the venue's WiFi, a welcome screen with your branding will connect them to the network.

ePoster Sponsorship\$22,000

Keep your brand in front of company attendees as they scroll through breaking IBD research with this new sponsorship opportunity. (November 1 deadline.)

Mobile App — Rotating Banner Ad\$7,500

(5 available)

Demonstrate your brand's commitment to the Congress and the IBD space through these rotating banners. A must-have and highly requested tool for all attendees, the Congress app will provide up-to-date information about sessions, schedules and timing for all Congress activities.

Information Desk\$20,000

Welcome attendees by aligning your brand with the Congress. Reach all attendees at the Congress Information Desk.

Badge Lanyards\$35,000

See your brand on every attendee with bright Congress lanyards. You'll be sure to stay with attendees throughout their time in Las Vegas, but hurry — these will go fast!

Product Theater\$20,000

Get ahead of the competition by capturing the undivided attention of your target audience. Host a promotional presentation for up to 30 minutes in the Exhibit Hall. Only 6 opportunities available (maximum of 2 per supporter), so act fast!

ATTENDEE RESOURCES

Mobile App Splash Page\$25,000

Be the first thing attendees see every time they log in to the mobile app.

Registration Communication\$12,000

Your banner will be included on the attendee registration pages and in the attendee confirmation emails, sent to each attendee at the time of registration.

Mobile App Push Notifications\$10,000

(3 available)

Send attendees notifications through the Congress Mobile App.

Lounge\$30,000

Attendees will see your brand as they relax and recharge in our sponsored lounge. Includes branded tables, meter board and window clings.



MARKETING OPPORTUNITIES

Please note that all marketing opportunity contracts must be executed online for the Congress.

NETWORKING EVENTS

A series of networking events will be available to allow attendees to get to know their peers and colleagues and discover new opportunities for mentorship, partnership and collaboration. Supporters can show their interest, support and dedication to these groups through sponsorship.

- ✓ **Nurses and Advanced Practice Provider Networking Reception**
- ✓ **Pediatric GI Networking Reception**
- ✓ **Poster Session & Reception**
- ✓ **Women in IBD Breakfast**
- ✓ **Early Career Reception**

SATELLITE SYMPOSIA

The 2024 Crohn's & Colitis Congress® will host up to eight high-quality, accredited satellite symposia in partnership with medical education companies. Symposia slots will be able to accommodate up to 250 attendees. Up to two concurrent satellite symposia will be available for breakfast (Friday/Saturday) and lunch (Friday). New this year! We will be offering one Thursday evening time slot.

FOR MORE INFORMATION, CONTACT:

Emma Shaw

Senior Manager, Corporate Relations
American Gastroenterological Association
eshaw@gastro.org

GRANTS

The American Gastroenterological Association Institute, in partnership with Crohn's & Colitis Foundation, is seeking support for the educational sessions held during the 2024 Crohn's & Colitis Congress®. The Congress brings together IBD professionals across multiple disciplines and merges the best of science and clinical care in a collaborative, comprehensive, multidisciplinary educational setting. The course will be accredited for up to 15 AMA PRA Category 1 Credits™. For additional information, please contact Emma Shaw at eshaw@gastro.org



#CCCongress24

INDUSTRY SUPPORTER DETAILS & DEADLINES

EXHIBIT HALL MEETING ROOMS

A limited number of meeting rooms are in the Exhibit Hall.

Your account manager will have more information on this as information becomes available.

IMPORTANT DATES AND DEADLINES

BOOTH SPACE SELECTION & CONTRACT

To sign up for a booth, please complete the online contract and select your space. After you complete the online contract, you will receive your login information to the Industry Supporter Resource Center to access your invoice. Contracts must be executed online to secure your booth.

BOOTH SPACE PAYMENT

Full payment must be received by September 1, 2023.

Late or non-payments may result in booth cancellation.

REGISTRATION

Registration Site Live

Wednesday, August 2, 2023

EXHIBIT HOURS

Wednesday, January 24

Move In

Thursday, January 25

Move In

Friday, January 26

Exhibit Hall Open
7:30 am – 4:30 pm

Saturday, January 27

Exhibit Hall Open
7:30 – 10:15 am
Move Out

HOUSING

Bellagio, Las Vegas

Discounted room block deadline:
Tuesday, December 27, 2023

ABSTRACTS

Abstract Submission Site Live

Wednesday, September 6, 2023

Submission Deadline

Wednesday, October 18, 2023

Abstract Notification

Monday, December 4, 2023

SPONSORSHIP

Selection

Portal opens late August

Sponsorship Payments

October 13, 2023



To learn more about the Congress, including content and faculty,
visit crohnscolitiscongress.org.

The Crohn's & Colitis Congress® wishes to thank the members of
its organizing committee who made this Congress possible:

ORGANIZING COMMITTEE CO-CHAIRS

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Laura H. Raffals, MD, MS
MAYO CLINIC

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KAISER PERMANENTE

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