



CROHN'S & COLITIS CONGRESS®

JANUARY 21-23, 2027 • NEW ORLEANS

REVOLUTIONIZING
IBD CARE

Product Theater Handbook: Planning & Policies

Eligibility

Only Crohn's & 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.

Fee

The fee for one time slot is **\$25,000**. Companies are eligible to secure more than one time slot.

Schedule

The following Product Theater time slots will be available this year:

Friday, January 22, 2027

- 7:15 – 7:45 a.m.
- 9:30 – 10:00 a.m.
- 11:30 a.m. – 12:00 p.m.
- 12:15 – 12:45 p.m.
- 1:00 – 1:30 p.m.
- 3:00 – 3:30 p.m.

Saturday, January 23, 2027

- 7:15 – 7:45 a.m.
- 10:00 – 10:30 a.m.

Services Provided by Show Management

- A theater in the Exhibit Hall which will seat 40-50 people
- Listing of the Product Theater time and supporter on crohnscolitiscongress.org and in the mobile app
- General day of push notifications on the mobile app
- A complimentary mailing list of pre-registered attendees, upon request only

Deadlines*

Industry Supporters will need to submit a title, 50-word description, and all speaker names for their Product Theater using the [Product Theater Information Form](#) no later than November 18, 2026.

*It is the Industry Supporter's responsibility to meet this deadline. Failure to meet this deadline could result in website, signage, and/or other onsite promotional materials with outdated information.

Payment Terms

All DDW Product Theaters and Sponsorship Opportunities will be billed at 100% upon selection and execution of the sponsorship contract. Payments are due based on when the Product Theater was secured:

- On or before Dec. 4, 2026:
 - Full payment no later than 30 days from the date that the Product Theater is secured.
- After Dec. 4, 2026:
 - Full payment will be due at the date that the Product Theater is secured.

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 depending on when the application was submitted. Please make sure to include the company name and invoice number on all forms of payment. Industry Supporters that use sister/parent/third-party companies to make payments need to reference the company name on the invoice. DDW reserves the right to reject or resell any opportunity if payment is not received according to the deadlines above.

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 Dec. 4, 2026:
 - 50% of the total sponsorship opportunity fee is due, regardless of whether the opportunity is re-sold.
- After Dec. 4, 2026:
 - 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.

Encore 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 so as not to impact or disturb other Product Theaters or activities scheduled in this space.

The following AV is included:

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

Lead retrieval will not be provided. If an Industry Supporter wishes to collect leads from their Product Theater, it is their responsibility to coordinate with our official vendor CDS. Information on Lead Retrieval can be found in the Service Manual.

All Product Theaters must end by the designated end time. Congress reserves the right to cut off the presentation if the presentation extends past the end time. It is the responsibility of the Industry Supporter to ensure that attendees and speakers clear the theater at the end of their session in a timely manner.

Food and Beverage

Industry Supporters are encouraged to provide catering at their own expense for the participants attending the Product Theater. If the Industry Supporter is providing food and beverage for their Product Theater, it is mandatory that they order porter/cleaning service for after their timeslot so that the Congress Theater is clean for the next group. If an Industry Supporter does not order porter/cleaning services and porter/cleaning services are required after their timeslot, Show Management will order porter/cleaning service on the supporter's behalf and bill the Industry Supporter for the cost after the event.

Pre-Meeting Policies

- Programs may NOT offer CME credit.
- 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.
- Promotional and Marketing Materials: **All promotional and marketing materials promoting the Product Theater 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.**

On-site Policies – Posters/Flyers

Posters and flyers may be displayed and distributed in the following locations only:

- The Industry Supporter's booth
- Outside the Congress Theater
 - Posters outside the theaters must remain within five feet of the theater's main entrance. They can only remain up for the duration of the corresponding Product Theater. Congress will not provide a sign holder or easel for these things.

Industry Supporters are responsible for printing any posters they plan on having in their booth or outside of the Congress Theater.

Use of the Congress Name and Logo

- **All material promoting a Product Theater must contain the following statement: "The Product Theater content and views expressed therein are those of the sponsor and not of the Crohn's & Colitis Congress®."**
 - This statement must appear on the cover/front page of any copy using at least a 10 pt font size.
- Permission to use the Crohn's & Colitis Congress® (or Congress) name in advertisements or promotions will be at the discretion of Show Management and can be approved or denied if Congress deems the use inappropriate.
 - The use of CCC or CCC® is strictly prohibited. The shorthand name for Crohn's & Colitis Congress® is just "Congress".
- The Congress logo may not be used in any promotions, advertisements, meeting materials or correspondence related to the program.

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.