



THE UNIVERSITY OF  
CHICAGO MEDICINE

Digestive Diseases Center

## EXHIBITOR PROSPECTUS

# Best of the Annual Conferences in Digestive Diseases

June 3, 2017

The Westin O'Hare  
6100 N. River Road  
Rosemont, IL 60018

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*Please join us!*

On behalf of The University of Chicago, Department of Medicine and Center for Continuing Medical Education, we are pleased to invite you to exhibit at the:

**Best of the Annual Conferences in Digestive Diseases to be held June 3, 2017**

The Westin O'Hare  
6100 N. River Road  
Rosemont, IL 60018

**About the Conference**

The **Best of the Annual Conferences in Digestive Diseases** is a one day educational activity that will focus on providing participants with the most up to date review of this past year's most important findings in the management of GI diseases; including endoscopic therapy, surgical intervention, screening, and the management of complicated GI diseases via a multi-disciplinary approach. Chicago is a city rich in academic tradition, and we welcome you to join us at the only dedicated best of all the annual conferences in the Midwest. Given the current pace of increasing information and knowledge, there is an important need to discuss the growing body of data regarding the biology and treatment of patients with digestive diseases. Our stellar speakers' list draws from the expertise of the internationally and nationally renowned physicians at the University of Chicago.

This conference offers a tremendous opportunity to showcase your company products, services and achievements in front of key decision makers and industry leaders. Increase your visibility and company profile by participating as an exhibitor at this exciting event.

The 4<sup>th</sup> annual conference is expected to attract over 100 leaders in the fields of medical gastroenterology, surgery, fellows-in-training, nurses, and allied health professionals committed to preventing, controlling, and eliminating digestive diseases. This is an opportunity to market and showcase the broad range of products and services your company has to offer.

We hope you will join us along with our growing number of exhibitors in Chicago in 2017!

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## EXHIBIT GUIDE

We are pleased to provide opportunities for organizations to advertise their products and services to attendees of the conference. Whether you are displaying your products in the exhibit space or interacting with participants at one of the meal functions, your message will reach key decision makers.

### General Exhibit Information

**Expected Attendance:** 100+

**Exhibit Date:**

Exhibit Date: Saturday, June 3, 2017

Set-Up Time: Saturday, June 3, 2017 from 6:30am – 7:30am

Move-Out/Breakdown: Saturday, June 3, 2017 after 3:00pm

**Exhibit Hours:**

Saturday, June 3, 2017      7:30am – 3:30pm

**Shipping Information:**

The Westin O'Hare

c/o University of Chicago Conf./Kiyana Rodriguez

6100 N. River Road

Rosemont, IL 60018

(847) 698-6000

**Exhibit Fees:**

\$2,500

All exhibitors include one six foot skirted table, two chairs, one wastebasket, one copy of the conference materials/syllabus and up to two symposium registrations for admittance to all general sessions.

**Benefits of Exhibiting**

- Up to two full registration passes for duration of symposium
- Complimentary exhibitor name badges
- Company name listed in program material
- Build recognition of your company and awareness of your products
- Multiple opportunities to meet with influential decision makers in a direct sales environment

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## Payment and Cancellation Policy

How to reserve your Exhibit Booth/Space:

Mail: The Exhibitor Application and Registration Form, with check payment to:  
The University of Chicago (Federal Tax ID#: 36-2177139)  
c/o Amy Majkowski  
5841 S. Maryland Ave., MC4076  
Chicago, IL 60637

The display fee is due on or before **May 19, 2017**. No company may exhibit unless payment for exhibit space has been received in full. Applications received after May 19, 2017 will be considered based on availability.

All cancellations must be sent in writing. If written cancellation is received by May 19, 2017, exhibitors will receive a 50% refund. No refunds will be issued after May 19, 2017.

Please also note that any special events (i.e. any organized social events or programs and seminars during and around the conference date) must be in consultation with and formally pre-approved by the conference organizers. Without exception, all exhibitors and attendees of the symposium are required to strictly adhere to this condition.

### **Additional Information:**

For general questions and additional information regarding exhibitor registration, please contact Amy Majkowski via phone 773-702-8597 or Email [amy2@uchicago.edu](mailto:amy2@uchicago.edu)

### Instructions

Complete, sign, and return the Application/Contract and Registration Form. Enclose a check payable to the University of Chicago.

Company Name

Display Name (if different from company name)

Contact Name (to whom all correspondence is sent)

Title

Exhibitor Address

City, State, and Zip

Phone

Fax

Email

### Display Fees

**\$2,500**

#### Important Deadline: **May 19, 2017**

- Payment is due.
- Company information is due for program materials.

### Payment Details

Check # Enclosed \_\_\_\_\_ payable to:  
The University of Chicago (Federal Tax ID#: 36-2177139)

**Mail:** The Exhibitor Application and Registration Form, with check payment to:

The University of Chicago  
c/o Amy Majkowski  
5841 S. Maryland Ave., MC4076  
Chicago, IL 60637

We agree to abide by all of the contract provisions governing this exhibit and which are part of this application. Acceptance of the application by the University of Chicago constitutes a contract.

Authorized Signature

Date

## Contract Provisions

Exhibits and exhibitors are subject to the following regulations. The term "University" herein refers to The University of Chicago.

The University of Chicago has produced this continuing medical education event for the registered physician, scientific researcher, nurse and other allied health professionals. Exhibitor is expected to display their products and/or discuss their services with awareness of the professional and practical needs of conference attendees. The University reserves the right to refuse space that, in its sole opinion, is unlikely to contribute to the overall objectives of this educational activity.

**Exhibitor Representative Responsibilities:** Exhibitor must name at least one person to be the official onsite representative and responsible party. The official representative will receive all relevant materials relating to the educational activity. That representative shall be authorized to enter into such agreements as may be necessary for fulfillment of obligations to the University and to other contractors and subcontractors. At least one representative must be at the display during exhibit times.

**Payments and Cancellations:** Payment in full for exhibit space is due no later than **May 19, 2017**. Exhibitors who cancel before May 19, 2017, will receive a refund less a 50% cancellation fee. **Exhibitors who cancel on or after May 19, 2017**, will receive no refund. No cancellations shall be acknowledged unless received by the University in writing. The date upon which the notice of cancellation is received shall apply as the official date of cancellation.

**Space Agreement:** This application for exhibit space, the notice of assignment by the University and the full payment of rental charges, together constitute an agreement for a right to use the space. Exhibitors will be assigned space on a first-come, first-serve basis. Space assignments will be in a separate room from the conference. The University reserves the right to make the final space assignment or change the space assignment should it be necessary in the best interest of the exhibit show.

**Arrangements of Exhibits:** Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. The standard equipment provided to the exhibitor by the University will consist of one six-foot skirted table (when applicable), one or two chairs, one program syllabus and two complimentary conference registrations. Exhibit fixtures, components and identification signs will be permitted to a maximum of seven feet. All display fixtures over four feet in height and placed within 10 linear feet of an adjoining exhibit must be confined to the back half of the area.

**Fire Regulations:** All material used in the exhibitor area must be made of flame-proof materials and conform to all fire department regulations.

**Care of Buildings:** Exhibitors or their agents shall not injure or deface the walls or floors of the buildings, the booths and/or equipment or furnishings in the space provided. The Exhibitor will be held liable for any such damage caused by the responsible representative or his agent.

**Use of Exhibit Space:** No Exhibitor shall assign, sublet or share the whole or any part of the space allotted without the consent of the University and approval of the terms thereof. No Exhibitor is permitted to show goods other than those manufactured or handled in their regular course of business. No firm or organization not assigned space will be permitted to solicit business in any manner within the exhibit area.

**Sound Devices and Noise Level:** The use of devices for the mechanical reproduction of sound is prohibited. Any demonstrations or presentations must be conducted at a low volume so nearby exhibitors are not disturbed.

**Entertainment:** The Exhibitor agrees not to sponsor group functions such as hospitality suites, tours, film showings, speeches or other activities during the meeting and exhibition hours that would in any way interfere with member attendance at regular University education sessions or meetings or induce visitors away from the Meeting. The Exhibitor must receive approval from the University in advance for any intended group functions.

**Direct Selling:** In the event that Exhibitor engages in on-location transactions, Exhibitor will be responsible for complying with all federal, state and local laws regarding sales taxes and laws that may pertain to such sales.

**General Restrictions:** (A) Exhibitor can distribute only those food and drink samples that are manufactured or handled by them in the regular course of business. (B) The University reserves the right to restrict exhibits that, because of noise, methods of operation or for any reason become objectionable, and also to prohibit or evict without refund any exhibit or person that in the opinion of the University may detract from the general character of the Meeting. (C) No display material exposing an unfinished surface to neighboring exhibitors or an aisle will be permitted. (D) Exhibitor is not permitted to set up displays in hotel rooms, hotel suites or lobbies.

**Liability and Insurance:** Exhibitor will take reasonable precautions to safeguard exhibit. The University will not be liable for loss or damage to property of the Exhibitor or exhibitor representatives or employees from theft, fire, accident or any other cause beyond its control. Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. The University's liability for injury to persons or loss or damage to property shall be limited to such as may be caused by its negligence. Exhibitor will indemnify the University against, and hold harmless from, negligence of the Exhibitor in connection with its use of display space.

Exhibitor Registration Form  
Best of the Annual Conferences in Digestive Diseases  
June 3, 2017

**Exhibitors receive up to two registrations depending on display purchased. The full registration pass admits the exhibitor representative(s) to all general sessions, meal functions and/or social events.**

**Conference Registration Two Full Passes included with Display/Exhibit Fee purchased.**

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Name

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Title

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Phone

Email

**Representative Name Badge (1):**

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Name

Title

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Phone

Email

**Representative Name Badge (2):**

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Name

Title

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Phone

Email

**Is this your first time exhibiting at this meeting?**     Yes     No

**How did you hear about this meeting?**     Mailing     Email     Internet     Colleague

Other, please specify \_\_\_\_\_