



AT THE FOREFRONT

**UChicago
Medicine**

Digestive
Diseases
Center

EXHIBITOR PROSPECTUS

Sixth Annual Updates in Digestive Diseases

September 25, 2021

University of Chicago
Virtual Event
Chicago, IL

Please join us!

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

Sixth Annual Updates in Digestive Diseases to be held **September 25, 2021 VIRTUALLY** at the University of Chicago, Chicago, IL.

About the Conference

The **Sixth Annual Updates in Digestive Diseases** is a 1 day educational activity that will provide the latest evidence-based education in the diagnosis and management of gastrointestinal (GI) and liver diseases presented by experts in the field that will lead to highly trained healthcare professionals able to provide the highest level of patient care.

This conference will cover a wide range of topics critical to clinicians who treat patients with GI and liver diseases, including the latest evidence-based medicine in diagnosis and management, emerging medical and surgical technologies, application of high-yield clinical pearls in diagnosis of complex diseases, expert views on varied approaches to controversial areas of disease management, and new guidelines for therapeutic disease monitoring and management.

At the conclusion of this activity, participants will have acquired critical knowledge to improve their performance in the treatment of patients with GI diseases.

Chicago is a city rich in academic tradition, and we welcome you to join us.. 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 a virtual exhibitor at this exciting event.

The 6th annual conference is expected to attract over 150 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 this year!

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 virtual exhibit space or interacting with participants in a chat or zoom, your message will reach key decision makers.

General Exhibit Information

Expected Attendance: 150+

Exhibit Dates:

Exhibit Date: Saturday, September 25, 2021

Exhibit Fees:

\$1,000 for Tier 1

\$1,500 for Tier 2

\$2,000 for Tier 3

All exhibitors include copy of the conference materials/syllabus and up to two symposium registrations for admittance to all general sessions.

Benefits of Exhibiting Tier 1

- Company name listed in program materials
- Virtual exhibitor in conference platform to display PDF resources
- Chat roll in virtual exhibitor platform for multiple opportunities to speak with influential decision makers

Benefits of Exhibiting Tier 2

- All items from Tier 1
- Ability to add a video to your virtual exhibit in the conference platform
- Ability to add a link to a zoom room to have live conversations with attendees

Benefits of Exhibiting Tier 3

- All items from Tiers 1 & 2
- PLUS: Ability to create an email blast to conference database

How to reserve your Virtual Exhibit:

Email the Exhibitor Application and Registration Form to Amy Majkowski at amajkowski@medicine.bsd.uchicago.edu. Once space is confirmed, mail 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 **September 3, 2021**. No company may exhibit unless payment for virtual exhibit space has been received in full.

PAYMENT & CANCELLATION POLICY

The display fee is due on or before **September 3, 2021**. No company may exhibit unless payment for virtual exhibit space has been received in full. Applications received after September 3, 2021 will be considered based on availability.

All cancellations must be sent in writing. No refunds will be issued for cancellation.

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.

TERMS AND CONDITIONS

1. Exhibitor agrees to abide by ACCME Standards for Commercial Support as stated at www.accme.org: SCS 4.2: "Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME." "Life, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or in the place of the CME activity."
2. Exhibitor may distribute promotional materials in their virtual exhibit space only. Distribution of pharmaceuticals or other samples is prohibited.
3. All commercial support associated with the activity will be given with the full knowledge of the provider. No additional payments, goods, services or events will be provided to the course directors, planning committee members, faculty, joint sponsor, or any other party involved with the activity.
4. Completion of this agreement represents a commitment and payment is due and collectible by the activity date unless otherwise agreed upon by the provider. Provider reserves the right to refuse virtual exhibit space to exhibitor in the event of non-payment or Code of Conduct violation.
5. Provider agrees to provide virtual exhibit space and may acknowledge exhibitor in activity announcements.
6. Provider reserves the right to assign exhibit space or relocate exhibits at its discretion. The exhibitor and the provider agree to abide by all requirements of the Accreditation Council for Continuing Medical Education *Standards for Commercial Support of Continuing Medical Education*.
7. No refunds will be issued for cancellations.

Additional Information:

For general questions and additional information regarding exhibitor registration, please contact Amy Majkowski via phone 773-702-8597 or Email amajkowski@medicine.bsd.uchicago.edu

Exhibitor Application/Contract
Sixth Annual Updates in Digestive Diseases”
September 25, 2021

Instructions

Complete, sign, and return the Application/Contract. 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

- \$1,000** Tier 1
- \$1,500** Tier 2
- \$2,000** Tier 3

Important Deadline: September 3, 2021

- 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)

E-Mail: The Exhibitor Application and Registration Form to Amy Majkowski at amajkowski@medicine.bsd.uchicago.edu

Mail check payment to:

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

Phone: 773-702-8597
Email: amy2@uchicago.edu

We agree to abide by all of the contract provisions governing this virtual 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

Virtual 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.

Virtual Exhibitor Representative Responsibilities: Exhibitor must name at least one person to be the official virtual 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.

Payments and Cancellations: Payment in full for virtual exhibit space is due no later than **September 3, 2021**. There will be NO refunds for cancellations. 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.

Use of Virtual Exhibit Space: No Exhibitor shall assign, sublet or share the whole or any part of the virtual 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 virtual exhibit site.

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 foods 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.

Standard for Commercial Support 4: Appropriate Management of Associated Commercial Promotion

Standard 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

Standard 4.2 Product-promotion materials or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME. For print, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity. For computer based, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content. (Supplemented February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.) Also, ACCME-accredited providers may not place their CME activities on a Web site owned or controlled by a commercial interest. With clear notification that the learner is leaving the educational Web site, links from the Web site of an ACCME accredited provider to pharmaceutical and device manufacturers' product Web sites are permitted before or after the educational content of a CME activity, but shall not be embedded in the educational content of a CME activity. Advertising of any type is prohibited within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal ads, and pop-up window ads. For computer based CME activities, advertisements and promotional materials may not be visible on the screen at the same time as the CME content and not interleaved between computer windows or screens of the CME content. For audio and video recording, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.' For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity. (Supplemented, February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.) For Journal-based CME, None of the elements of journal-based CME can contain any advertising or product group messages of commercial interests. The learner must not encounter advertising within the pages of the article or within the pages of the related questions or evaluation materials.

Standard 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.

Standard 4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

Standard 4.5 A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.

Exhibitor Registration Form
Sixth Annual Updates in Digestive Diseases
September 25, 2021

Virtual exhibitors receive up to two conference registrations. The full registration pass admits the exhibitor representative(s) to all general sessions.

Conference Registration: Two Full Passes included with Virtual Exhibit Fee purchased.

Company Name

Company Contact Name

Phone

Email

Representative (1):

Name

Title

Phone

Email

Representative (2):

Name

Title

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 _____