



BE GUTSY

INDUSTRY SUPPORTER PROSPECTUS



DDW2025
Digestive Disease Week®
MAY 3-6, 2025 | SAN DIEGO, CA
EXHIBIT DATES: MAY 4-6, 2025

BIG OPPORTUNITY. BIGGER IMPACT.

If you have innovative ideas for digestive care and want to network, collaborate, recruit or generate leads, don't miss Digestive Disease Week® (DDW). As an industry supporter or sponsor, you can showcase your company, learn about cutting-edge innovations, and meet with professionals from across the digestive disease field who share your passion for improving the lives of people with digestive diseases.

The Exhibit Hall (in person) will be open Sunday, May 4–Tuesday, May 6, 2024, 9:30 a.m.–4 p.m. PDT at the San Diego Convention Center in San Diego, CA.

RESERVE YOUR SPACE



ABOUT DDW

Join 13,000+ global attendees in sunny San Diego, CA, as they gather to learn about the latest research, technology and medical advancements. And with our support and resources, you won't just be joining them, you'll be winning them over.

WANT EVEN MORE?

Ensure your brand is seen by the right people at the right time with a DDW sponsorship. See sponsorship options on page 8.

DEDICATED EXHIBIT HALL HOURS:

The hall is open 9:30 a.m.–4 p.m., but we've scheduled fewer sessions during selected times so attendees can visit you in the Exhibit Hall without missing sessions.

9:30–10 a.m. / 11:30 a.m.–2 p.m. / 3:30–4 p.m.

GET IN FRONT OF BOLD LEADERS

DDW views industry supporters as an integral part of the educational and scientific program. Qualified industry supporters are limited to firms, organizations and agencies that promote an awareness of products, technologies and services that are recognized and approved by DDW as being in harmony with, and supportive of, the objectives of the meeting. DDW has the sole right to determine the final eligibility/qualification of any firm, organization, agency or product for inclusion as an industry supporter. Rulings of DDW shall, in all instances, be final with regard to allowed use of exhibit space.

CHOOSE YOUR PRODUCT CATEGORY

Companies must fall within one or more of these categories in order to be eligible to participate in DDW. Additional documentation may be required to qualify.

- Anesthetics and Conscious Sedation
- Artificial Intelligence and Technologies
- Capsule Endoscopy Technology
- COVID-19
- Diagnostic Equipment, Devices and Services
- Disease State Awareness
- Endoscope Disinfection: Reprocessing Equipment, Solutions, Accessories and Services
- Endoscopes: Upper Scopes, Colonoscopes, Enteroscopes, EUS and ERCP Scopes
- Endoscopic Devices
- Laboratory Testing
- Non-Profit Organizations
- Nutritional and Weight Management
- Other Imaging Techniques: OCT, Confocal, Fibroscan, Fluoroscopy, etc.
- Patient Education, Tools and Mobile Apps
- Pharmaceuticals: Acid Suppression Medications
- Pharmaceuticals: Antiviral Medications for Hepatitis
- Pharmaceuticals: Diarrhea, Constipation and Functional Bowel Disorder Medications
- Pharmaceuticals: IBD Medication
- Pharmaceuticals: Other Pharmaceuticals
- Practice Management/ Telemedicine Technologies
- Probiotics and Medical Foods
- Professional: Certification, Education, Recruitment and Medical Training Simulation
- Publications
- Start-Up Company
- Surgical Equipment

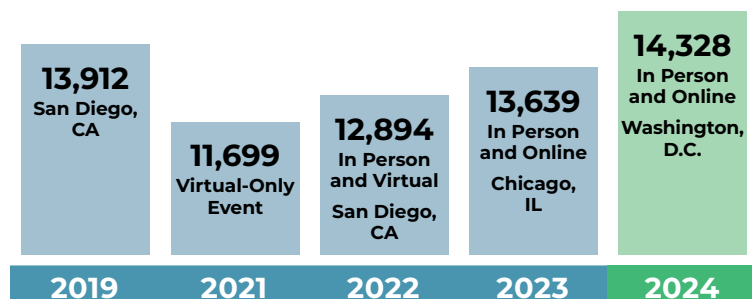
GAIN PRIORITY POINTS

Space assignments and online components are based on priority points. If you have any questions about priority points, please contact [Show Management](#). New qualifying supporters will be assigned space on a first come, first-served basis after full payment has been received.

THE GUTSIEST ATTENDEES COME TO DDW

Thank you to all our attendees, participants, supporters and sponsors who helped to make our 2024 meeting a success.

YEAR-TO-YEAR ATTENDANCE



PRESCRIBING CAPABILITIES

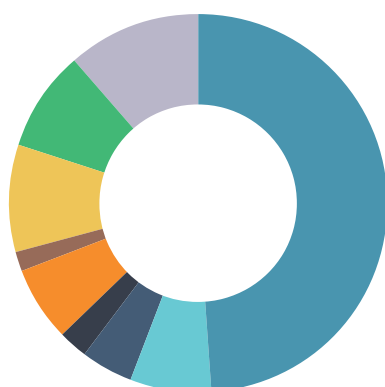


64%

of attendees have
prescribing capabilities

2024 REGISTRATION REPORT

PRIMARY PROFESSIONAL ACTIVITY



- Patient Care 49.1%
- Basic Research 6.8%
- Translational Research 4.4%
- Education 2.7%
- GI Fellowship Training 6.4%
- Administration 1.5%
- Clinical Research 9.1%
- Industry 8.7%
- No response 11.3%

AREAS OF INTEREST

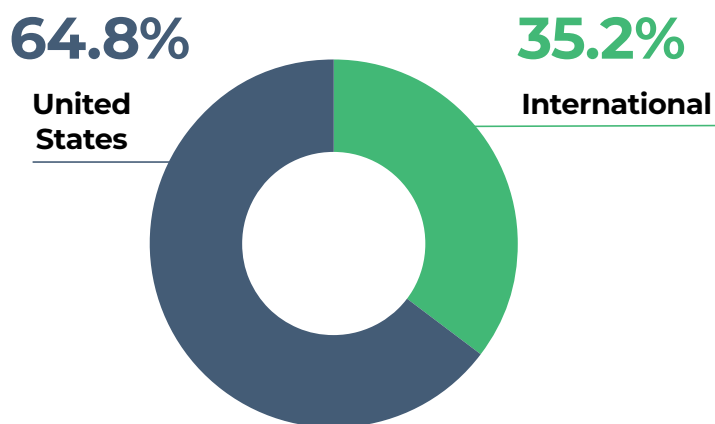
(Multiple Answers Permitted)

The following shows the percent of attendees that are interested in each focus area, as categorized by the 2024 DDW Tracks.

- Basic Science 19.4%
- Biliary Tract Diseases 23.3%
- Clinical Practice 49.6%
- Colorectal Diseases 33.5%
- Education and Training 22.5%
- Esophageal Diseases 24.8%
- Functional GI and Motility Disorders 23.5%
- Health Care Delivery, and Disparities and Quality 11.2%
- Inflammatory Bowel Diseases 43.5%
- Liver Diseases and Transplantation 20%
- Microbiome in Gastrointestinal and Liver Diseases 21%
- Obesity and Nutrition 17.5%
- Pancreatic Diseases 20.3%
- Pediatric GI 6.7%
- Practice Management 7.5%
- Stomach and Small Bowel Disorders 20.2%
- Technologies and Procedural Innovations 20.7%

2024 GLOBAL ATTENDEE BREAKDOWN

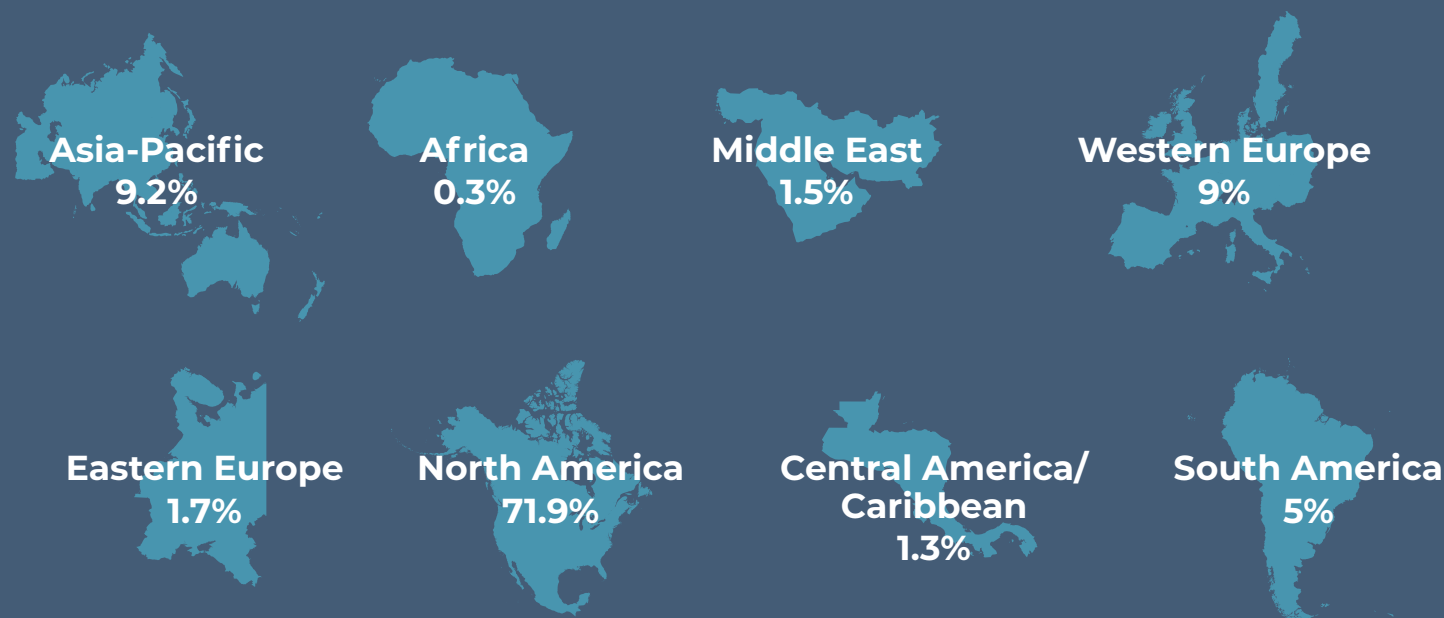
Attendees come to DDW from all over the globe. Here's a closer look at the international markets represented at the event.



117

**countries represented
at DDW 2024**

ATTENDEE BREAKDOWN BY REGION



EVERYTHING YOU NEED TO MAKE AN IMPACT

IMPORTANT INFORMATION

WHAT'S INCLUDED WITH THE EXHIBIT SPACE?

- Company listing on the online Exhibit Hall floor plan, in the DDW Mobile App and in other DDW materials, where applicable.
- 44"x7" identification sign indicating your company name and booth number (corner and in-line only).
- 8' draped back wall and 3' draped side wall (corner and in-line only).
- Unlimited complimentary industry supporter badges for booth personnel.

PAYMENT TERMS

Full payment is due by **Nov. 1, 2024**. If your application is submitted after Nov. 1, payment must be received within 30 days of booth space submission.

WHAT'S NOT INCLUDED WITH YOUR EXHIBIT SPACE:

- Furniture
- Wastebasket
- Carpet
- Electrical
- Lead Retrieval Device

BOOTH FEES PER SQ. FT.			
IN-LINE (100 sq. ft. minimum) \$36	CORNER FEE \$200	ISLAND (400 sq. ft. minimum) \$41	NON-PROFIT \$1,100

EXHIBIT HALL SCHEDULE

All times are listed in Pacific Daylight Time (UTC -7).
The Exhibit Hall (in person) will be open Sunday, May 4–Tuesday, May 6, 2024, 9:30 a.m.–4 p.m.

INDUSTRY SUPPORTER MOVE IN		INDUSTRY SUPPORTER MOVE OUT	
Wednesday, April 30	8 a.m.–4:30 p.m.	Tuesday, May 6	4–8 p.m.
Thursday, May 1	8 a.m.–4:30 p.m.	Wednesday, May 7	8 a.m.–4:30 p.m.
Friday, May 2	8 a.m.–4:30 p.m.	Thursday, May 8	8 a.m.–1 p.m.
Saturday, May 3	8 a.m.–4:30 p.m.		

Industry supporter move in will be based on assigned target freight arrival. Please reference the color-coded plan provided in the Industry Supporter Kit.

Schedules are subject to change. Please reference the Industry Supporter Manual in January 2025 for updated information.

BIG STEP. EASY DECISION.

KEY DATES

OCTOBER 2024

- Oct. 2** Product Theater Sales Launch
Satellite Symposia Application Opens
- Oct. 16** Sponsorship Sales Launch

NOVEMBER 2024

- Nov. 1** Exhibit Space Payment Due
50% Cancellation Penalty for Exhibit Space Begins

DECEMBER 2024

- Early December** In-Conjunction With (ICW) Meeting Space Applications Open

JANUARY 2025

- Jan. 10** Sponsorship Payments Due
100% Cancellation Penalty for Exhibit Space and Sponsorships Begins
- Mid-January** ICW Meeting Space Applications – Early Bird Deadline
Exhibitor Service Manual Launch
Registration Opens
Housing Opens

FEBRUARY 2025

- Early February** Exhibitor Appointed Contractor (EAC) Portal Launch

MARCH 2025

- March 7** Booth Drawings Due for Approval
DDW Forms Due
- Late March** Updated Industry Supporter Information Due
Advanced Warehouse Starts Accepting Shipments

APRIL 2025

- Early April** Freeman Discount Pricing Ends
- April 29** Move In Begins
- Late April** Advance Warehouse Stops Accepting Shipments
Freeman Starts Accepting at the Convention Center

MAY 2025

- May 4-6** DDW Exhibit Hall Open (9:30 a.m.–4 p.m. PDT)
- May 6** Move Out Begins

NEXT STEPS: WE'RE HERE TO HELP

DDW prides itself on providing supporters with exceptional customer service. Contact our experienced staff to inquire about the benefits of exhibiting, ask questions or book your space.



ALISA STREETS

Supports companies: #, A-G
Account Manager
Industry Sales and Operations
240-482-3237 | astreet@astro.org



TESSA AYALA

Supports companies: H-Z
Account Manager
Industry Sales and Operations
301-657-2176 | tayala@gastro.org

DISPLAY YOUR LEADERSHIP

DDW offers a variety of sponsorships, banners and attendee engagement programs. Show Management is confident there is something for each and every supporter, but if you don't see something that works for you, just call. The team will work with you to design a custom package to suit your needs.

AREAS OF SPONSORSHIP

For an up-to-date list of sponsorships available, please visit www.ddw.org/sponsorships.



DIGITAL MEDIA

- Website
- Emails
- Blog
- Attendee Retargeting
- Newsletter Emails



MOBILE APP

- Banner Ads
- Splash Page
- Push Notifications



ON-SITE BRANDING OPPORTUNITIES

- Banners
- Mall Maps and Stacked Cubes
- Escalator and Stair Clings
- Charging Stations
- Information Booths



ATTENDEE OUTREACH

- Digital and Printed Conference Bag Inserts
- Attendee Activities and Experiences
- Direct Mail Sponsorship
- Sponsored Email Blasts
- Registration Sponsorship
- Housing Sponsorship



BUSINESS SUITES

The perfect place for you to meet with staff and clients or transact business away from your booth. Multiple sizes and options are available.



HOST AN ON-SITE MEETING

- Product Theater
- Satellite Symposia
- In-Conjunction With (ICW) Meeting

DDW MOBILE APP

With 83% of attendees actively engaging in the app, this resource helps them navigate the convention center, search scientific sessions, locate industry supporters and much more. DDW offers sponsorship opportunities within the mobile app to help you reach your target attendee.

ATTENDEE COMMUNICATIONS

DDW offers multiple ways to communicate directly to attendees before and after the event. By purchasing an exclusive e-blast (available year-round), ad space in the DDW monthly newsletter, or a direct mail list, you can share unique messaging about your products or services showcased at DDW.

HOST AN ON-SITE MEETING

Want to provide information on your product or service in a more personal setting? DDW offers multiple ways to accomplish this goal. Whether it be a presentation in the Product Theater, a Satellite Symposia or an on-site business suite, DDW will work with you to see what best suits your company's needs.

REAP THE BENEFITS OF BOLD DECISIONS

DDW provides industry supporters with resources and tools, including free webinars, articles and personal assistance, to help you meet your goals.

INDUSTRY SUPPORTER DASHBOARD

Use this 24/7 online resource throughout your booth planning process to find important details, deadlines and checklists, secure sponsorship opportunities, access your invoice and financial data, find all relevant vendor websites, complete required forms, and find monthly newsletter archives.


NEWSLETTER AND SOCIAL MEDIA

DDW's social media channels and monthly newsletter will keep you up to date with opportunities, special offerings and upcoming deadlines.

 DDWMeeting

 ddwmeeting

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 Digestive Disease Week® (DDW)

#DDW2025

#BeGutsy

