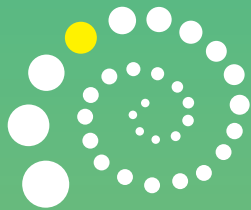


EXHIBITOR MANUAL

2007 CROHN'S &
COLITIS FOUNDATION



NATIONAL RESEARCH AND CLINICAL CONFERENCE

sixth annual **advances**
in the **INFLAMMATORY**
BOWEL DISEASES

December 6-9, 2007
Aventura, Florida
The Fairmont Turnberry
Isle Resort & Club

CHAIRS:

Richard P. MacDermott, MD
Albany Medical College
Albany, New York

Stephen B. Hanauer, MD
University of Chicago
Chicago, Illinois



visit www.advancesinibd.com for updates and to register

December 6-9, 2007
Aventura, Florida

2007 CROHN'S &
COLITIS FOUNDATION

NATIONAL RESEARCH AND CLINICAL CONFERENCE

sixth annual **advances**
in the INFLAMMATORY
BOWEL DISEASES



EXHIBITOR MANUAL

INVITATION LETTER FROM THE CHAIRS

Dear Colleague,

It is with great pleasure that we invite you to exhibit at the **2007 Crohn's & Colitis Foundation National Research and Clinical Conference - Sixth Annual Advances in the Inflammatory Bowel Diseases**. More than 525 professionals attended the meeting last year! Physicians composed more than 82% of the total audience and 72% specialized in gastroenterology. We are looking forward this year to continued growth and another exceptional educational meeting.

Imedex and the Crohn's & Colitis Foundation have collaborated in the development of this meeting to meet the educational needs of all healthcare professionals who treat and manage patients with inflammatory bowel diseases. An expert faculty, comprised of the foremost bench to bedside leaders from across the country, will participate in the scientific program.

We are certain that you will find this meeting to be informative and enjoyable. We look forward to seeing you in December!

Sincerely,

Richard P. MacDermott, MD

Stephen B. Hanauer, MD



EXHIBITOR MANUAL

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EXHIBITOR MANUAL

EXHIBITION INFORMATION

Conference and Exhibit Venue

The Fairmont Turnberry Isle Resort & Club
19999 West Country Club Drive
Aventura, Florida 33180
Tel.: +1 (305) 932 6200
Fax: +1 (305) 933 6554
www.fairmont.com/turnberryisle/

Exhibition Dates and Times

Friday, December 7, 2007.....7:00 am – 5:45 pm
Saturday, December 8, 2007.....7:00 am – 5:45 pm
Sunday, December 9, 2007.....7:00 am – 12:30 pm

Move In

Thursday, December 6, 2007.....2:00 pm – 8:00 pm

Move Out

Sunday, December 9, 2007.....12:30 pm – 2:00 pm

Exhibition Hall Details

Exhibition Hall: Garden Room Foyer/Convention Lobby/
Grand Ballroom East Foyer
Floor: 1
Height of exhibition hall: 13 feet

Shipping Information

To ensure prompt delivery onsite, all exhibitor packages must be labeled with the following information:

- Onsite Hotel Contact Name
- Sixth Annual Advances in the Inflammatory Bowel Diseases, December 6-9, 2007
- Exhibiting Company Name
- Exhibitor Onsite Contact Name
- The Fairmont Turnberry Isle Resort & Club
19999 West Country Club Drive
Aventura, Florida 33180

It is recommended that all exhibitors use the shipping labels provided in the exhibitor manual, on page 14.

*Please note that each exhibitor will be responsible for all associated shipping and handling fees duties and taxes, and drayage fees for its shipments. Your packages will not be accepted at the Fairmont Turnberry Isle Resort Club before November 30, 2007. Imedex will not assume any fees for exhibitors.

Exhibitor Fee Inclusions

Exhibitor fees include exhibit space, a 6 foot draped table and 2 chairs, admittance to the exhibition hall and complimentary registrations to be confirmed upon registration. Exhibitor fees do not include conference materials, processing of certificates of attendance, continuing medical education, or any additional event functions as specified in the program.

Any other items you require for your exhibition can be ordered through The Fairmont Turnberry Isle Resort & Club.

Imedex Contact

Carol Glenn

Project Manager
4325 Alexander Drive
Alpharetta, Georgia
30022-3740 USA
Tel.: +1 (770) 751 7332
Fax: +1 (770) 751 7334
Email: c.glenn@imedex.com
www.imedex.com





EXHIBITOR MANUAL

CONFERENCE MAP





EXHIBITOR MANUAL

2006 EXHIBITORS

Platinum



Bronze



Exhibitors



Logo Request

For use in conference printed materials, please submit a hi-resolution logo to Carol Glenn (c.glenn@imedex.com) upon confirmation of support.

Vectorized Adobe Illustrator source files are preferred (.ai or .esp file extension) as it allows the logo to be used for multiple purposes. You may also submit a .jpeg or .tif format that is at least 360 dpi (dots per inch).

Gold

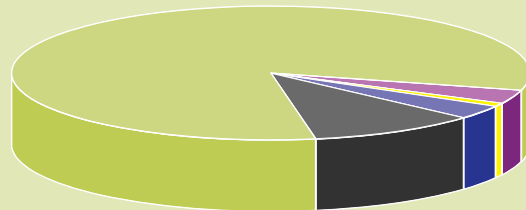


OTSUKA AMERICA PHARMACEUTICAL, INC.

Silver

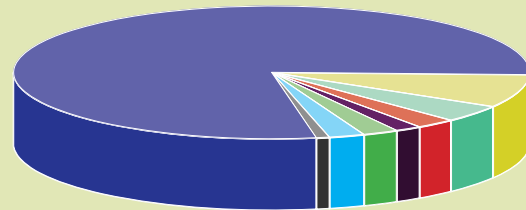


ATTENDEES FROM 2006



Profession

Physicians	82%
Nurses	3.3%
Pharmacists	0.8%
PhD	3.3%
Other	10.7%



Profession

Gastroenterology	72%
Nursing	7.6%
Infectious Disease	3.8%
Pathology	2.3%
Internal Medicine	1.5%
Surgery	1.5%
Pharmacology	1.5%
Family Medicine	0.8%
Other	9%

EXHIBITOR MANUAL

EXHIBITOR INFORMATION FORM

INFORMATION

Company Name _____

Company Contact First Name _____ Last Name _____

Email _____

Telephone _____ Fax _____

Address _____

City/State/Zip _____ Country _____

Onsite Contact Name _____ Cell/Mobile No. _____

INFORMATION ON BOOTH ACTIVITIES

Please select the category that best reflects your exhibit

- | | |
|---|---|
| <input type="checkbox"/> Investigational Drugs/Treatments | <input type="checkbox"/> Medical Devices |
| <input type="checkbox"/> Patient Advocacy | <input type="checkbox"/> Pharmaceutical Drugs |
| <input type="checkbox"/> Publication | <input type="checkbox"/> Other (please specify) _____ |

Please fill out this and fax form to Carol Glenn at +1(770) 751 7334 by October 26, 2007.

**Four
EASY
ways to
register:**

www


ONLINE...
www.imedex.com



FAX US...
 +1 (678) 242 0920



CALL US...
 +1 (678) 242 0906



MAIL US...
 Imedex®
 4325 Alexander Dr.
 Alpharetta, GA
 30022-3740 USA

December 6-9, 2007
Aventura, Florida



2007 CROHN'S &
COLITIS FOUNDATION
NATIONAL RESEARCH AND CLINICAL CONFERENCE
sixth annual **advances**
in the INFLAMMATORY
BOWEL DISEASES

EXHIBITOR MANUAL

COMPLIMENTARY REGISTRATIONS

As part of your support for this conference, your company is entitled to complimentary registrations to be confirmed upon registration. Please fill out the following registration form and fax to +1 (770) 751 7334 by November 29, 2007. For any additional registrations, please use the conference registration form on the next page or register online.

INFORMATION

Last Name _____ First Name _____ Degree _____

Institute _____ City/State _____ Country _____

Please fax this form to Carol Glenn at +1(770) 751 7334 by November 29, 2007.

EXHIBITOR MANUAL

REGISTRATION FORM

307

(Please fill out one form per registrant)

CONFERENCE REGISTRATION

FIRST NAME _____		LAST NAME _____	
DEGREE: <input type="checkbox"/> MD <input type="checkbox"/> PhD <input type="checkbox"/> PharmD <input type="checkbox"/> RN <input type="checkbox"/> Other Degree _____			
<input type="checkbox"/> Other _____			
EMAIL ADDRESS _____			
TELEPHONE _____		FAX _____	
INSTITUTE _____		DEPARTMENT _____	
ADDRESS _____			
CITY _____		STATE / PROVINCE _____	
ZIP / POSTAL CODE _____		COUNTRY _____	

REGISTRATION FEES

- | | |
|---|---|
| <input type="checkbox"/> \$ 250 Discounted (If payment received by October 8, 2007) | <input type="checkbox"/> -\$50 Crohn's & Colitis Foundation Member discount (Physicians only – Imedex will verify membership)*
*cannot be combined with other discounts |
| <input type="checkbox"/> \$ 350 Regular (If payment received by November 29, 2007) | |
| <input type="checkbox"/> \$ 450 Full (If payment received after November 29, 2007) | <input type="checkbox"/> \$95 Nurses/Residents/Students*
*proof of eligibility must accompany registration |
| <input type="checkbox"/> -\$50 Group discount (physicians only)*
*cannot be combined with any other discounts | |

PAYMENT METHOD

American Express Discover MasterCard Visa Check/wire* in the amount of: _____ (*see instructions below)

Card No. _____ Date: _____ / _____

Cardholder's Name: _____ Signature: _____

*Wire to: Bank of America NA London, Swift Code: BOFAGB22, Beneficiary: Bank of America Domestic Deposit 5687, Account 600895687029, Reference: Imedex, Inc. Account 10726-118. Wire payments must be received by Imedex by November 30, 2007. Include the full name of the attendee and the name of the conference: (IBD 307). An attendee is not registered until full payment is received.

**Four
EASY
ways to
register:**

www


ONLINE...
www.imedex.com



FAX US...
+1 (678) 242 0920



CALL US...
+1 (678) 242 0906



MAIL US...
Imedex®
4325 Alexander Dr.
Alpharetta, GA
30022-3740 USA

December 6-9, 2007
Aventura, Florida

2007 CROHN'S &
COLITIS FOUNDATION
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BOWEL DISEASES

HOTEL INFORMATION

HOTEL ACCOMMODATIONS

A limited number of additional hotel rooms have been blocked at the following hotels:

Courtyard Miami Aventura Mall

2825 NE 191st Street
Aventura, Florida 33180
Tel.: +1 (305) 937 0805
Fax.: +1 (305) 937 0806

www.marriott.com/hotels/travel/miaav-courtyard-miami-aventura-mall



The Courtyard Miami Aventura Mall is located 2 1/2 miles from the Fairmont Turnberry and is a 10 minute cab ride.

Discover a fashionable setting for business and leisure at the

Marriott Courtyard Miami Aventura Mall just steps from world-class shopping, dining, and entertainment. Experience the perfect choice of Marriott Miami hotels centrally located between South Beach and Fort Lauderdale. Awake to a hot, full buffet breakfast at the Courtyard Cafe. Enjoy spacious accommodations, featuring free high-speed Internet, well-lit desk, ergonomic chair, and in-room coffee / tea. Unwind in our heated outdoor pool, indoor whirlpool, and fitness center, or drive a half-mile to the beach. Enjoy an array of amenities at this Courtyard Miami hotel, which caters to every desire.

A limited number of rooms are reserved until the block is sold out or until November 28, 2007 at a group rate of \$170.00 single or double occupancy plus 13% tax. You can book your reservation by calling the Marriott Reservations department at +1 (800) 321 2211 or by calling the hotel directly at +1 (305) 937 0805. Please mention the Inflammatory Bowel Diseases group to ensure getting the group rate. Check in time is 3:00 pm and check out is 12:00 pm.

Discounted Airfares

Contact conference travel agent, Age of Travel, for assistance with your travel needs. Age of Travel can also accommodate pre- and post-conference extensions.

Tel.: 1 (800) 523 4954 or +1 (404) 591 7120
Email: imedex@ageoftravel.com

Hampton Inn Hallandale Beach/Aventura Florida

1000 South Federal Highway
Hallandale Beach, Florida 33009
Tel.: +1 (954) 874 1111
Fax.: +1 (954) 874 1112

www.hamptoninnaventura.com



The Hampton Inn Hallandale Beach/Aventura is located 2 miles from the Fairmont Turnberry and is a 5 minute cab ride.

Enjoy the complimentary breakfast buffet and on-site 24 hour Steak n' Shake Restaurant of this

Hampton Inn at Hallandale Beach hotel. Relax by the outdoor tropical pool or work out in our Hampton Inn hotel fitness center.

Hampton Inn is a leading brand of quality, value-priced hotels. Here you'll find clean, fresh, comfortable rooms standard with a coffee maker, iron and ironing board, and complimentary in-room movie channel. Enjoy complimentary local calls and no surcharge for using a calling card. Guests also enjoy the following complimentary items: On the House™ hot breakfast, Hampton's On the Run™ breakfast bags (Monday-Friday), high speed internet access in every room, wireless internet access in the lobby, meeting rooms and public areas, coffee and tea in the lobby 24 hours a day, and USA Today copies Monday-Friday. Hampton also offers a 24 hour front desk, message and fax service. As always your stay is backed by the 100% Hampton Guarantee. If you're not 100% satisfied, we don't expect you to pay. That's our promise and your guarantee.

A limited number of rooms are reserved until the block is sold out or until November 20, 2007 at a group rate of \$137.00 single or double occupancy plus 11% tax. You can book your reservation by calling the Hampton Inn Reservations department at +1 (800) 426 7866 or by calling the hotel directly at +1 (954) 874 1111. Please mention the Inflammatory Bowel Diseases group to ensure getting the group rate. Check in time is 4:00 pm and check out is 12:00 pm.



EXHIBITOR MANUAL

HOTEL INFORMATION

HOTEL ACCOMMODATIONS

The Fairmont Turnberry Isle Resort & Club

19999 West Country Club Drive

Aventura, Florida 33180

Tel.: +1 (305) 932 6200

Fax: +1 (305) 933 6554

www.fairmont.com/turnberryisle/

****Sold out****



A soothing retreat atmosphere draws guests from all over the world to The Fairmont Turnberry Isle Resort & Club situated in the heart of South Florida. This resort is conveniently located between the two major international airports

and seaports of Miami and Fort Lauderdale. It also features elite shopping venues, exciting nightlife and a multitude of both cultural and sporting events. Secluded on 300 tropical acres is a stunning Mediterranean-style hotel with 392 newly renovated ultra-luxurious oversized rooms and suites featuring spectacular views, upscale amenities and personalized service from our international staff.

For the convenience of attendees, a limited number of rooms have been reserved until November 21, 2007 at a discounted rate of \$289 single occupancy, \$299 double occupancy, plus tax, currently at 13%. This rate is not guaranteed outside the conference dates or after November 21, 2007. **Please note:** *The room block at the Fairmont Turnberry Isle Resort & Club is full and the discounted rate is no longer available. We have secured additional Deluxe Golf View rooms at the rate of \$349.00 single occupancy and \$359.00 double occupancy. This rate will be available until November 21, 2007 or until the room block sells out.*

To reserve your room please contact The Fairmont Turnberry Isle Resort & Club reservations department at +1 (305) 932 6200 or visit the hotel's website at http://www.fairmont.com/EN_FA/Reservations/reservationavailability.htm?hc=TIR&pc=GRIME1. To receive the group rate, callers must identify themselves as being with the IBD group. Reservation requests received after November 21, 2007 may not be guaranteed the group rate. The room rate will be available until November 21, 2007 or until the room block sells out. ****Sold out****

Discounted Airfares

Contact conference travel agent, Age of Travel, for assistance with your travel needs. Age of Travel can also accommodate pre- and post-conference extensions.

Tel.: 1 (800) 523 4954 or +1 (404) 591 7120

Email: imedex@ageoftravel.com

Residence Inn at Aventura Mall

19900 West Country Club Drive

Aventura, Florida 33180

Telephone: (786) 528 1001

Fax: (305) 935 5234

www.marriott.com/miara

****Sold out****



Just yards from the official conference hotel, the Residence Inn is nestled in one of the most upscale areas of Miami. The all-suite Residence Inn by Marriott, located adjacent to the Aventura Mall, is the ideal solution for your home-away-from-home needs.

Perfectly positioned between South Beach and Fort Lauderdale, the hotel combines quality, convenience, and exceptional service for both business and leisure travelers.

Start each day at the Miami Residence Inn with a delicious complimentary breakfast buffet, and join other guests for the evening hospitality hour. Experience world-class shopping, renowned beaches, and a variety of entertainment alternatives all within minutes of the hotel.

For the convenience of attendees, a limited number of rooms have been reserved until November 5, 2007 at a discounted rate of \$199 single or double occupancy for a studio or one bedroom room, plus tax, currently at 13%. This rate is not guaranteed outside the conference dates or after November 5, 2007.

To reserve your room please contact the Residence Inn reservations department at 1 (800) 331-3131 or +1 (786) 528-1001 or visit the hotel's website at <http://marriott.com/property/propertypage/MIA-RA?groupCode=IMEIMEC&app=resvlink>. To receive the group rate, callers must identify themselves as being with the Inflammatory Bowel Diseases group. Reservation requests received after November 5, 2007 may not be guaranteed the group rate.

****Sold out****



EXHIBITION REGULATIONS

Exhibit Space Selection

Imedex shall assign exhibit space and reserves the right to change the location of exhibit space at any time. The exhibitor shall have no claim against Imedex in respect of any change of the exhibit space layout.

Prohibited in the Exhibit Hall

- Live, videotaped, or audio taped delivery of didactic presentations by experts in Inflammatory Bowel Diseases
- Activities offering CME credits
- Theater-style presentations
- Distribution of coupons or vouchers for meals, entertainment, or personal services to meeting attendees
- Distribution of any item of more than minimal value
- Demonstration, promotion, or sale of the products of any non-exhibiting companies, unauthorized reproduction or distribution of *2007 Crohn's & Colitis Foundation National Research and Clinical Conference - Sixth Annual Advances in the Inflammatory Bowel Diseases* abstracts
- Contests, lotteries, raffles, or games of chance
- Games or group activities of any kind
- Multi-level booths

Exhibitor Registration

All exhibitors and their staff must be registered and display an official conference badge at all times during the conference, including move-in and move-out.

Identification of the Exhibitors

False certification of individuals as exhibitor's representatives or any method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the exhibition or barring him from further entrance to the exhibit floor, or removing his exhibit from the exhibit floor without refund of any fees.

Equality of Exhibition Attendants

Exhibitors must apply equality in their approach to the attendants. Discrimination of attendants according to nationality, academic position or any other factor is against Imedex policy.

Operation of the Exhibit Booth

All booth activities and queuing must be contained in the individual exhibitor's booth. Excessive audio/visual devices or effects and offensive displays or odors are prohibited. Sound effects, including the use of a microphone, are discouraged due to their potential to interfere with other exhibits and distract from the professional atmosphere of the exhibition.

Subletting of Space

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. The demonstration of products, advertising of products or distribution of advertising, and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the conference facility is strictly prohibited.



EXHIBITOR MANUAL

EXHIBITION REGULATIONS continued

Booth Restrictions

Exhibits must conform to the contracted space and all display rules as set forth in this Exhibitor Manual. Exhibits or displays must not obstruct the view of or interfere in any way with the displays of neighboring exhibits. Any exposed part of the display must be covered so as not to be objectionable to the other exhibitors, or in the best overall interest of the exhibition. All business and selling demonstrations shall be confined to the exhibitor's own booth space. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

Management of the Booth

Exhibits must remain fully intact and staffed at all times exhibition is open to the public. Dismantling of exhibits and removal of products or display material is limited only to published hours and restrictions. Exhibits are not to be removed until the exhibition has closed on December 9, 2007.

Security and Insurance

Neither Imedex nor its contractors shall be responsible for the safety of any exhibit or other property of the exhibitor or of any person, or for the loss, damage or destruction by theft or fire or from any other cause to such exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The exhibitor shall indemnify Imedex or its contractors to third persons, as a result of any act or omission of the exhibitor, his staff, agent or personnel hired on a temporary basis to staff the exhibition stand. As Imedex and its contractors will accept no responsibility for any of the foregoing matters, the exhibitor should affect his own insurance against any risk of loss, damage, injury or liability.

Stand Decoration

Under no circumstances may the exhibitor increase the exhibition space beyond the space that has been allocated. Imedex does not permit the total enclosure of the stand. The exhibitor or his/her contractor may not interfere with the exhibition building in any way whatsoever. Any damage caused by their acts of negligence will be the responsibility of the exhibitor, who will be required to indemnify Imedex and its contractors against any claim arising from such damage.

Unapproved Therapies

Imedex bears no responsibility towards the delegates for the display, promotion or sale of therapies or services nor is Imedex supporting those products or services for their sole promotion at the *2007 Crohn's & Colitis Foundation National Research and Clinical Conference - Sixth Annual Advances in the Inflammatory Bowel Diseases*. However, Imedex reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach.

Photography, Video and Audio taping

Exhibitors must receive prior approval from Imedex for any photography, videotaping or audio taping of any activity in conjunction with the exhibition and the conference, except for limited activities occurring within the individual exhibitor's booth. Photography, videotaping or audio taping of scientific or educational sessions is not permitted.

Surveys and Marketing Research

Surveys are authorized within the physical limits of the company's assigned booth only. The appointed personnel must be identifiable at all times as member of a "marketing research team."



EXHIBITION REGULATIONS continued

Social Functions/Activities

Social functions and other activities supported by exhibitors cannot be held during exhibit hours or in conflict with any scheduled scientific sessions, meetings or activities conducted by the *2007 Crohn's & Colitis Foundation National Research and Clinical Conference - Sixth Annual Advances in the Inflammatory Bowel Diseases*. No programmatic activities or scientific/educational activities may take place during exhibitor/supported functions. Self-assessment tests, such as computer assisted learning which the delegate can choose to start and end at his/her wish, are allowed.

Postponement or Abandonment

Imedex reserves the right to postpone the conference including the exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, Imedex will not be held liable for expenses incurred other than the cost of rental of exhibition space.

Use of the Logos

The use of all logos and/or names, including the *2007 Crohn's & Colitis Foundation National Research and Clinical Conference - Sixth Annual Advances in the Inflammatory Bowel Diseases*, and Imedex on distributed material or other items are subject to expressed written approval from Imedex.

Non-Smoking Event

The 2007 Crohn's & Colitis Foundation National Research and Clinical Conference - Sixth Annual Advances in the Inflammatory Bowel Diseases is a non-smoking event

Dismantling

The exhibitor must vacate the exhibition space on December 9, 2007. Exhibitors failing to do so will be liable for additional rental costs and will be liable for a late fee of up to 25% of the total exhibition space cost.



EXHIBITOR MANUAL

SHIPPING LABELS

Please print these shipping labels and fill in your onsite exhibitor contact name in the attention field on each label and attach to all shipments on each label to ensure prompt delivery onsite.

LABELS

ATTN: _____

Sixth Annual Advances in the
Inflammatory Bowel Diseases



**The Fairmont Turnberry
Isle Resort & Club**

19999 West Country Club Drive
Aventura, Florida 33180

BOX ____ OF ____

ATTN: _____

Sixth Annual Advances in the
Inflammatory Bowel Diseases



**The Fairmont Turnberry
Isle Resort & Club**

19999 West Country Club Drive
Aventura, Florida 33180

BOX ____ OF ____

ATTN: _____

Sixth Annual Advances in the
Inflammatory Bowel Diseases



**The Fairmont Turnberry
Isle Resort & Club**

19999 West Country Club Drive
Aventura, Florida 33180

BOX ____ OF ____

ATTN: _____

Sixth Annual Advances in the
Inflammatory Bowel Diseases



**The Fairmont Turnberry
Isle Resort & Club**

19999 West Country Club Drive
Aventura, Florida 33180

BOX ____ OF ____