PUTTING WORLD-CLASS IBD EDUCATION INTO PRACTICE

EXHIBITOR PROSPECTUS

DECEMBER 12–14, 2019
ORLANDO  Walt Disney World Dolphin Hotel

ADVANCESINIBD.COM
PUTTING WORLD-CLASS IBD EDUCATION INTO PRACTICE

Advances in Inflammatory Bowel Diseases (AIBD) is a 3 day, multi-track scientific conference and expo led by global experts sharing world-class IBD education that healthcare professionals can put into practice. From plenary lectures, debates, and case-based breakout sessions to panel discussions and presentations of both clinical and research-focused abstracts, take advantage of the global expertise you will find at AIBD.

At AIBD, attendees stay at the forefront of care with new diagnostic techniques, therapeutic options, and best practices for multidisciplinary patient-centered care.

This activity is organized by and sponsored through Imedex, LLC, an HMP Company.
WHO ATTENDS AIBD?

2,000+
ATTENDEES FROM
45 COUNTRIES

77%
FROM THE UNITED
STATES

96%
ATTENDEES IN
GASTROENTEROLOGY
THERAPEUTIC
SPECIALTY

ATTENDEE BREAKDOWN %

Exhibit, sponsorship, and marketing opportunities offer maximum exposure to healthcare professionals actively treating IBD.

PARTICIPATION BY SPECIALTY

<table>
<thead>
<tr>
<th>Profession</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Practice Nurse</td>
<td>7%</td>
</tr>
<tr>
<td>Gastroenterologist</td>
<td>52%</td>
</tr>
<tr>
<td>Gastroenterology Nurse</td>
<td>4%</td>
</tr>
<tr>
<td>Internist</td>
<td>2%</td>
</tr>
<tr>
<td>Non-Clinician Researcher</td>
<td>3%</td>
</tr>
<tr>
<td>Nurse</td>
<td>3%</td>
</tr>
<tr>
<td>Pediatric Gastroenterologist</td>
<td>6%</td>
</tr>
<tr>
<td>Pharmacist</td>
<td>4%</td>
</tr>
<tr>
<td>Physician Assistant</td>
<td>4%</td>
</tr>
<tr>
<td>Surgeon, Colorectal</td>
<td>1%</td>
</tr>
<tr>
<td>Other Physician</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
</tbody>
</table>

AIBD 2019 EXHIBITOR PROSPECTUS

ADVANCESINIBD.COM
Organizations that benefit most from exhibiting are those that offer products, technologies, equipment, and/or services that impact healthcare professionals who are interested in the therapeutic management of patients living with IBD and other gastroenterology-related diseases, including but not limited to:

- Pharmaceutical and Biotech
- Vaccine/Supply Chain Providers
- Medical Equipment Manufacturers
- Diagnostic and Monitoring Technology
- Academic Institutions
- Medical Textbook Publishers

CONNECT AND ENGAGE WITH HEALTHCARE PROFESSIONALS WHO PROPEL IBD PATIENT CARE FORWARD.

TO DISCUSS CONFERENCE SUPPORT, CONTACT:

Cait McAleer
Director, Business Development, Commercial Sales
Mobile: 201.919.4379
Email: c.mcaleer@imedex.com
Conference Location

Walt Disney World Dolphin Hotel
1500 Epcot Resorts Boulevard
Lake Buena Vista, Florida 32830
Telephone: 407.934.4000
swandolphin.com

To view the 2019 Exhibition Map, contact:
Cait McAleer
Director, Business Development, Commercial Sales
Mobile: 201.919.4379
Email: c.mcaleer@imedex.com
AIBD 2019 offers unique support opportunities designed to fit any budget or need.

As a conference exhibitor, your company will benefit from acknowledgment before, during, and after the conference. This increased recognition spans all conference attendees, as well as those who follow but are unable to attend.

Supporters of AIBD 2019 receive the following benefits:

- Corporate logo on dedicated conference website (www.advancesinibd.com)
- Corporate logo acknowledgment in the printed official program guide
- Corporate logo acknowledgment of support on on-site signage
- Corporate logo acknowledgment on the AIBD e-Materials Portal
- Audio/visual background reel active pre-/break/post-meeting in all session and breakout rooms
## SUPPORT OPPORTUNITIES

In addition to the previous entitlements, receive the following options based on your level of support:

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost</th>
<th>Options</th>
</tr>
</thead>
</table>
| **DIAMOND**| **$109,000** | - 30’ x 30’ exhibit space  
- Acknowledgment as a supporter in 15,000+ distributed print announcements  
- Full-page color advertisement (inside page) in the Conference Program Guide  
- Bag insert (insert due September 1)  
- Logo inclusion on Conference bags  
- Conference commercial played on in-house hotel channel  
- First choice of ancillary space (based on availability)  
- 4 invitations to the Faculty Event  
- 35 hotel rooms on reserve (limited to the first 5 diamond supporters with a signed contract by May 30)  
- 10 complimentary full registrations  
- 15 complimentary exhibitor-only registrations |
| **PLATINUM**| **$85,000** | - 20’ x 20’ exhibit space  
- Acknowledgment as a supporter in 15,000+ distributed print announcements  
- Full-page color advertisement (inside page) in the Conference Program Guide  
- Bag insert (insert due September 1)  
- Logo inclusion on Conference bags  
- Conference commercial played on in-house hotel channel  
- First choice of ancillary space (based on availability)  
- 2 invitations to the Faculty Event  
- 25 hotel rooms on reserve (limited to the first 5 platinum supporters with a signed contract by May 30)  
- 8 complimentary full registrations  
- 10 complimentary exhibitor-only registrations  
- Option to buy up in exhibit space at $100/square foot |
| **GOLD**   | **$65,000** | - 10’ x 20’ exhibit space  
- Full-page color advertisement (inside page) in the Conference Program Guide  
- Bag insert (insert due September 1)  
- First choice of ancillary space (based on availability)  
- 2 invitations to the Faculty Event  
- 6 complimentary full registrations  
- 8 complimentary exhibitor-only registrations  
- Option to buy up in exhibit space at $150/square foot |
| **SILVER** | **$45,000** | - 10’ x 10’ exhibit space (can accommodate a build-out booth structure)  
- Full-page color advertisement (inside page) in the Conference Program Guide  
- Bag insert  
- 4 complimentary full registrations  
- 6 complimentary exhibitor-only registrations  
- Option to buy up in exhibit space at $200/square foot |
| **CONTRIBUTOR** | **$11,000** | - Pop-up exhibit space  
- Includes 6’ draped table and two chairs  
- 2 complimentary full registrations  
- 4 complimentary exhibitor-only registrations |
| **INTRODUCTORY** | **$5,500** | - Pop-up exhibit space located on the Exhibit Hall show floor  
- Includes 6’ draped table and two chairs  
- 2 complimentary exhibitor-only registrations |

Imedex provides commercial support opportunities for the 2019 Advances in Inflammatory Bowel Diseases Conference in compliance with the PhRMA Code on Interactions with Healthcare Professionals (www.phrma.org).
MARKETING OPPORTUNITIES

Advances in IBD offers comprehensive and exciting marketing opportunities designed to provide attendee engagement. Connect with 2,000+ gastroenterologists and other allied healthcare professionals, including the most influential leaders in IBD treatment.

INNOVATION THEATERS

This exciting addition to the conference commercial engagement catalog is sure to be a popular opportunity. Innovation Theaters are 1-hour marketing presentations about your company’s products. These sessions are promotional and do not offer continuing medical education credit. AIBD will provide the unique theater setting, complete with audiovisual equipment, stage, and podium. The organizer is responsible for meal service to attendees, and if desired, additional room décor, lead retrieval, etc. For an additional fee, Audience Recruitment packages can be arranged if of interest. Concurrent lunch and dinner slots are available. There is no opposing course content during this time. Lunches are set for 200 attendees and dinners are set for up to 150 attendees.

Slot Fee: $60,000 each

INDUSTRY EXPERT THEATERS

Live promotional event held inside the Exhibit Hall! These promotional activities are sure to draw a crowd. Open to all contracted exhibitors, these 30-minute sessions will be held during unopposed Exhibit Hours and reserved on a first-come, first-served basis.

Fee: $30,000 (per 30-minute session; maximum of 2 per exhibitor)

CME SYMPOSIA

Educational grant opportunities are available for CME symposia that are held on each day of AIBD and expand on the General Sessions, providing participants with in-depth education on current topics in IBD. CME symposia are developed, organized, and accredited by Imedex. Symposia are 60–75 minutes in length for the program allowing 30 min for registration and meals. They do not compete with any other AIBD scheduled programming and are very popular among conference attendees.

For more information, please contact Greg Michalski at gmichalski@naccme.com.

Maximize exposure to healthcare professionals who actively treat inflammatory bowel diseases.
**RECEPTIONS**

**Welcome Reception**
This year, for the first time, exclusive support of the attendee welcome reception held in the exhibition hall! This reception will be the official opening of the exhibition hall as well as the attendee reception. Logo branded options throughout the reception! $50,000

**Abstract Poster Reception**
The Poster Session is an educational forum featuring research works of authors from around the world. Posters are displayed for 3 days during the meeting and attract hundreds of viewers. The supporter’s name and corporate logo will be used to acknowledge support of the Poster Session and Award Reception. Logo-branded cocktail napkins will be provided as well. $30,000

**Fellows Reception**
Exclusive support of this popular reception includes logo-branded cocktail napkins and corporate logo recognition on the eBlast announcement to the Fellows and through meter boards located throughout the event, as well as an opportunity to interact with all fellows. $25,000

**Nurses Reception**
Your exclusive support of this popular reception will provide corporate recognition through logo-branded cocktail napkins and meter boards throughout the event. $25,000

**Pediatric Reception**
Show your support of those with an interest in treating pediatric IBD patients. This reception will provide corporate recognition through logo-branded cocktail napkins and meter boards throughout the event. $25,000
ATTENDEE LOUNGES

Oasis Recharge Lounge
This “can’t miss” product branding opportunity features a huge backlit 20’ x 10’ billboard wall anchoring an attendee lounge space. This innovative lighted lounge is located just outside the Exhibit Hall and adjacent to the Clinical Session to provide attendees with a convenient space to relax and recharge mobile phones, tablets, notebooks, etc via built-in power sources located throughout the seating group. $25,000

Recharge Lounge
The comfortable lounge space allows attendees an opportunity to sit, relax, and recharge. Through innovative technology design, attendees can recharge their mobile phones, tablets, notebooks, etc. via built-in power sources located throughout the seating group. Your product branding is featured on a "water wall" and on the lounge furniture. 2 available; $25,000 each or $40,000 for both

Exhibit Hall Business Lounge
This business lounge contains a 10’ x 20’ private room build-out, ceiling draped with white cloth, standard Exhibit Hall carpeting, and banquet rounds. Fee includes: build, standard furniture, electrical outlets, water station, and meterboard placed outside of the room with your company logo. Set-up changes and any food/beverage or AV will be at the cost of the supporter. Rooms are conveniently located in the Exhibit Hall and Poster Area. Rooms will be available Thursday through Saturday afternoon. Option to increase room size is available; additional pricing will apply. Educational activities within the business lounges must follow the conference blackout policy. Open to Exhibitors only. $7,500
**SIGNAGE**

### Hanging Banner Package
Your product brand will be featured on four (4) very large (18’ x 4’) banners that are hung in the ceiling space along the hall outside the Clinical Session. This product brand showcase will be highly visible as attendees move throughout the conference space. Banners are two-sided.

**FEATURED**
- **$45,000**
- Exclusive

### Stair and Window Clings
Located at the end of the transition promenade and outside the Exhibit Hall, nine (9) stair backs and six (6) door/window panes are visible to display your product branding in a high-traffic area. A good item to accompany the Product Brand Build-Outs.

**FEATURED**
- **$15,000**
- Exclusive

### Promenade Product Brand Billboards
Very prominent visibility along the promenade corridor between the Conference Exhibition and the General Session. Three (3) large build-out opportunities are available, approximately 20’ x 10’ each. Each build-out will be backlit to provide an even more exciting feature billboard. Priced to make for easy packaging if desired.

**FEATURED**
- **$20,000**
- each

### Conference Column Build-Outs with Floor Decals
Place your brand “Front and Center” with a package of four (4) 8’ columns (with four-sided build-outs around each column) accompanied by two (2) floor decals that create an impressive branding opportunity to greet attendees upon arrival at the conference.

**FEATURED**
- **$30,000**
- Exclusive

### Exhibit Hall Column Wraps
This is an amazing opportunity to take your branding to new heights. This package of 14 columns, fully wrapped on all four sides to a height of 20’, is a true showcase opportunity.

**FEATURED**
- **$40,000**
- Exclusive

### Daily Schedule of Events
This large backlit billboard prominently displays the conference schedule of events throughout the Convention Center. The supporter’s corporate or product logo will be displayed. Conference organizer will manage production.

**FEATURED**
- 5 available; **$15,000**
- each

### Virtual Poster Display with Web Key
This is exclusive support of the Virtual Posters and Web Key. The Web Key contains all the posters. You have the opportunity to distribute the Web Key from your booth, and your corporate logo will be branded on the Web Key. The Virtual Poster Station features all the posters located in the Exhibit Hall or extension of your booth. Corporate logo recognition is included on signage, with corporate logo acknowledgment on the virtual website containing all posters in a carousel format. The brochure included in all attendee conference bags will notify attendees where to pick up their Web Key.

**FEATURED**
- **$60,000**
- Exclusive
| SIGNAGE |
|-----------------|-----------------|
| **Registration Area Surface Graphic Feature** | $12,000 Exclusive |
| This package of 3 separate surface graphics (3.5’ x 5’) and adjacent Stair Wall Feature (23’ x 8’) provides substantial space for product branding! Make a statement with this highly visible branding feature. |
| **Innovation Theater/Symposium-Level Surface Graphic Feature** | $10,000 Exclusive |
| This package of 3 separate surface graphics (3.5’ x 5’) and adjacent Stair Wall Feature (20’ x 7’) provides substantial space for product branding! Make a statement with this highly visible branding feature. |
| **Stacked Digital Display Cubes** | 6 stacks available; $12,000 per stack display |
| Have exclusive use of a flat-screen video monitor housed in a four-panel branded stacked cube. The video loop offers a continuous display message supported by surface graphics that all communicate corporate and/or product branding. The stack includes two (2) 4’ cubes, with the upper cube housing the video monitor. |
| **Non-Video Stacked Display Cubes** | 5 stacks available; $10,000 per stack display |
| This four-panel branded stacked cube with surface graphics communicates corporate and/or product branding. The stack includes two (2) cubes. |
| **Escalator Branding** | 2 available; Third Level $12,000 Symposium Level $12,000 |
| Choose from 2 available options: the escalator leading from the conference registration area to the Exhibit Hall or the escalator from the clinical session promenade to the innovation theater/symposium level. |
| **“You are Here” Map Kiosks** | $30,000 Exclusive |
| This video-screen map with display loop offers attendees a fully guided map of the conference space. Support includes product and/or corporate message. This popular item includes seven (7) static screens and one (1) interactive map located throughout the conference. |
| **Vertical Meterboards (Signs)** | 6 available; $7,500 per stand |
| Double the view from prior years! Now a 37” x 87” double-sided meterboard. Use this high-profile piece to promote your corporate branding to all attendees. Corporate branding only. |
| **Digital Banner** | $7,500 |
| Advertise your brand, innovation theater, and/or industry expert theater on the digital banner placed in the hallway between the exhibition hall and the educational sessions. A great way to remind attendees about your on-site educational program and brand! |
ADD YOUR LOGO

Conference Jump Drives
These locked flash drives are loaded with a link to the conference presentations. You will have the opportunity to hand these out from your booth. Drives are PC- and Mac-compatible. Each drive will include both the conference and supporter logos.

$40,000 - Exclusive

Conference Badge Lanyards
Use this high-profile opportunity to promote your company to all attendees! This exclusive sponsorship allows for your corporate logo to be included on all conference badge lanyards used to hold the required attendee badges.

$40,000 - Exclusive

PRINT

FEATURED
Conference Program Guide
This comprehensive "at-a-glance guide" to the AIBD Conference includes the official program schedule with room assignments, exhibitor listings, and session titles. The supporter will have an opportunity to place a full-page, four-color product advertisement on the inside front/back covers of the print publication.

$35,000 - Exclusive

Schedule of Events Fold-Out
This popular color-coded conference agenda is now in print form. Unfold a "color guide" to all features of the conference, easily identified by recognizable color codes. Each track is highlighted and detailed day by day, making it easy to find events and sessions. Support includes a prominent four-color product advertisement on the back cover of the fold-out.

$25,000 - Exclusive

HOTEL

FEATURED
Conference Hotel Keycards
This is the best way to present your brand logo to attendees—they won’t miss it! Keycards are specially designed for the AIBD Conference and will feature your company logo or product.

$40,000 - Exclusive

FEATURED
"Welcome" Table Tent in Conference Attendee Guest Rooms
Place your corporate and/or product message on a highly visible table tent located in the conference attendee guest rooms. Conference Hotel only. (Fee includes table tent production and distribution)

$20,000 - Exclusive

Room Door Drops
Six (6) drop times are available: PM on Wednesday; AM/PM Thursday and Friday; AM on Saturday. The brochure design can be corporate and/or product-branded. Brochures will be placed in a clear plastic bag. Supporter is responsible for submitting brochures to Imedex for approval prior to printing, printing the number of pieces specified by the conference organizer, and shipping to the Expo organizer by the communicated deadline.

$15,000 per drop; $35,000 for 3 drops

Host Hotel In-Room Digital Advertising
Reach conference attendees in their hotel rooms by broadcasting the unique features of your company’s products via the meeting hotel’s in-house television channel. Your digital message will run multiple times over a 24-hour period on an exclusive conference channel for attendees to view in the privacy of their hotel rooms. Content is subject to committee approval and must be provided on a Loop DVD.

$2,500 per day
DIGITAL MEDIA CAMPAIGNS

E-MATERIALS PORTAL
Advertise to more than 1,600 Opt-In Portal users, all self-identified US-based IBD clinicians. The content portal provides access to speaker slides and webcasts, abstracts, e-posters, supporting materials, etc. Coupled with smart-search and smart-filtering technology, e-materials gives you relevant content fast. Delegates can also clip slides, take notes, and build their own summary deck of the AIBD meeting to present to colleagues back home. The dialogue module lets them interact with faculty. E-materials is available for at least 12 months after the Conference.

$25,000; 25% Share of Voice

MEDIA BUY INCLUDES:

• Banner ads (with rotating messages) on portal homepage and other pages
• Active promotion of your symposium/other educational activities on portal
• Publishing of supporter’s symposium and/or innovation theatre materials (slides and/or webcasts)
• Promotion and link from social AIBD Conference website
• Reminder after the Conference promoting e-materials and supporter’s symposium
• Inter-session slides promoting the service in lecture rooms
• Opt-in capture for supporter’s follow-up activities. Disclaimer aligned with supporter. Full details available upon request.

CONFERENCE APP AND INTERACTIVE PROGRAM PLANNER
Place banner ads throughout the Conference app. Attendees can create their own Conference agenda on the AIBD mobile app. Access speaker e-materials, tag slides and take notes, conduct dialogues with the faculty and colleagues... all in addition to a host of key Conference information. Available for iOS and Android. Approximately 60% of delegates actively use the Conference app and Program Planner.

$15,000; 25% Share of Voice

MEDIA BUY INCLUDES:

• Banners and pop-up ads (rotating) with supporter logo and/or messages on front page and other pages of the mobile app
• Supporter logo at Program Planner entry point
• Notifications with supporter messages; full details available upon request
• Promotion on social media and the main AIBD Conference website
• Promotion via supporter-branded panels at the venue

BUNDLED PREMIUM MEDIA PACKAGES
Create a comprehensive Media Campaign by combining the E-Materials Portal and Mobile App/Program Planner Media Buys.

<table>
<thead>
<tr>
<th>Digital Leadership Package</th>
<th>$50,000</th>
<th>50% SOV across all channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Performance Package</td>
<td>$30,000</td>
<td>25% SOV across all channels</td>
</tr>
<tr>
<td>Basic Package</td>
<td>$15,000</td>
<td>15% SOV across all channels</td>
</tr>
</tbody>
</table>
### Support Opportunities Form

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTACT NAME</td>
<td>TITLE</td>
</tr>
<tr>
<td>CITY</td>
<td>STATE</td>
</tr>
<tr>
<td>EMAIL</td>
<td>PHONE</td>
</tr>
<tr>
<td>AUTHORIZED SIGNATURE</td>
<td>DATE</td>
</tr>
</tbody>
</table>

#### Sponsorship Opportunities

**Innovation Theaters**
- Friday Lunch, 60-minute promotional program: $40,000

**Industry Expert Theaters**
- 30-minute sessions inside Exhibit Hall: $30,000

**CME Symposia**
- Educational grant opportunities are available. For more information, please contact Greg Michalski at gmichalski@naccme.com.

**Receptions**
- Welcome Reception: $50,000
- Abstract Poster Reception: $30,000
- Fellows Reception: $25,000
- Nurses Reception: $25,000
- Pediatric Reception: $25,000

**Attendee Lounges**
- Exclusive Oasis Recharge Lounge: $25,000

**Signage**
- Stacked Digital Display Cubes (per stack display): $12,000
- Non-Video Stacked Display Cubes (per stack display): $10,000
- Exclusive Hanging Banner Package: $45,000
- Exclusive Stair and Window Clings: $15,000
- Promenade Product Brand Billboards (per display): $20,000
- Exclusive Conference Column Build-Outs with Floor Decals: $30,000
- Exclusive Exhibit Hall Column Wraps: $40,000
- Exclusive Registration Area Surface Graphic Feature: $12,000
- Exclusive Symposium-Level Surface Graphic Feature: $10,000

**Escalator Branding**
- Third Level: $12,000
- Symposium Level: $12,000
- Exclusive "You Are Here" Map Kiosks: $30,000
- Vertical Meterboards (per stand display): $7,500
- Daily Schedule of Events (per stand display): $15,000
- Exclusive Virtual Poster Display with Web Key: $40,000

**"Add Your Logo" Items**
- Exclusive Conference Jump Drives: $40,000
- Exclusive Conference Badge Lanyards: $40,000

**Hotel**
- Exclusive Conference Hotel Keycards: $40,000
- Room Door Drops:
  - 1 drop: $15,000
  - 3 drops: $35,000
- Exclusive "Welcome" Table Tent in Conference Attendee Guest Rooms: $20,000
- Host Hotel In-Room Digital Advertising (In-room channel/per day): $2,500

**Print**
- Conference Program Guide: $35,000
- Schedule of Events Fold-Out: $25,000

**Digital Media Campaigns**
- E-Materials Portal (25% SOV): $25,000
- Conference App and Program Planner (25% SOV): $15,000

**Bundled Premium Media Packages**
- Digital Leadership Package (50% SOV): $50,000
- Digital Performance Package (25% SOV): $30,000
- Basic Package (15% SOV): $15,000

**Sponsorships**
- Diamond: $109,000
- Platinum: $85,000
- Gold: $65,000
- Silver: $45,000
- Contributor: $11,000
- Introductory: $5,500

First right of refusal deadline: March 29, 2019

LOAs signed/returned by: June 13, 2019 for inclusion in the Attendee Brochure

Payment: Invoices are generated upon receipt of the fully executed LOA, with payment due upon receipt. All sponsorships must be paid prior to the start of the conference or entitlements will be forfeited.

Opportunity fee due upon receipt of the invoice. All sponsorships must be paid prior to the start of the conference.

Please include a copy of the invoice and/or purchase order with payment.

Remit payment to:
Imedex, c/o Advances in IBD
11675 Rainwater Drive, Suite 600
Alpharetta, GA 30009
DECEMBER 12–14, 2019
ORLANDO  Walt Disney World Dolphin Hotel

TO DISCUSS CONFERENCE SUPPORT:
Cait McAleer
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Mobile: 201.919.4379
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