Great Debates and Updates in Inflammatory Bowel Disease

March 21-22, 2014
San Francisco, California

Course Directors
Marla C. Dubinsky, MD
Cedars-Sinai Medical Center
Los Angeles, CA

Joel R. Rosh, MD
Goryeb Children's Hospital
Morristown, NJ

Course Planners
Uma Mahadevan, MD
University of California at San Francisco
San Francisco, CA

Robbyn E. Sockolow, MD
New York-Presbyterian Weill Cornell Medical Center
New York, NY
Great Debates and Updates in Inflammatory Bowel Disease
March 21-22, 2014
InterContinental San Francisco
San Francisco, California

It is our great pleasure to invite you to the Great Debates and Updates in Inflammatory Bowel Disease meeting occurring in San Francisco, California.

This exciting educational activity will focus on controversial areas in the management of patients with IBD, as nationally-recognized thought leaders take opposing sides on topics of interest to physicians and their patients. Using didactic presentations in conjunction with lively and instructive debates and case-based discussions, this two-day conference will give practicing clinicians a thorough analysis of all currently available and emerging data. Guided by an interactive format, Great Debates and Updates in Inflammatory Bowel Disease will not only provide a comprehensive overview of the most significant advances in the treatment of IBD, but will also leave attendees with valuable take home information.

Past participants have valued the scope and depth of the information on treatment management, clinical research, and disease biology presented, and have returned each year for the newest information. As IBD research and treatment are ever-evolving, this comprehensive focus on the multimodal management of IBD is sure to be a rewarding educational experience for all to share.

The unique and instructive format of Great Debates and Updates in Inflammatory Bowel Disease will keep you up to date in the field, and give you expert insight into the management of your patients with IBD. We hope to see you there!

Sincerely,

Course Chairs:
Marla C. Dubinsky, MD
Joel R. Rosh, MD

Course Planners:
Uma Mahadevan, MD
Robbyn E. Sockolow, MD
Exhibition Information

InterContinental San Francisco
888 Howard Street
San Francisco, California 94103
Tel.: +1 (415) 616 6500
Fax: +1 (415) 616 6581
http://www.intercontinentalsanfrancisco.com/

Exhibition Dates and Times
Friday, March 21, 2014  1:00 pm – 5:00 pm
Saturday, March 22, 2014  7:00 am – 3:45 pm

Move In and Set Up
Friday, March 21, 2014  12:00 pm – 1:00 pm
Saturday, March 22, 2014  6:00 am – 7:00 am

Break Down and Move Out
Saturday, March 22, 2014  3:45 pm – 5:45 pm

Exhibition Hall Details
Name: InterContinental Ballroom A & B Foyer
Floor: Third Floor

Exhibit Floor Plan (see attachment)

Exhibitor Fee Inclusions
Exhibitor fees include exhibit space as outlined in your contract, admittance to the exhibition hall and complimentary exhibit hall registrations as outlined in your contract. Exhibitor fees do not include congress materials, processing of certificates of attendance, continuing medical education, or any additional event functions as specified in the program.

Johanna Mercado, Senior Catering Sales Manager
InterContinental San Francisco
San Francisco, California
Tel.: +1 415 616 6651
Fax: +1 415 616
Email: johanna.mercado@ihg.com

Shipping Information

Please contact our Catering Manager, Johanna Mercado to coordinate your shipments and for more information.

To ensure prompt delivery onsite, it is recommended that all exhibitors use the shipping labels provided in this manual. All exhibitor packages must be labeled with the following information:
Please have EACH BOX marked with the following label and sent to the following address no sooner than Wednesday, March 19, 2014.

The InterContinental San Francisco  
888 Howard Street  
San Francisco, California 94103  
Attention:  
C/O Great Debates and Updates in Inflammatory Bowel Disease  
Box ____ of ____

*Please note that each exhibitor will be responsible for all associated shipping and handling fees; Duties and taxes; and drayage fees for their shipments. Imedex will not assume any fees for exhibitors.

Imedex Contact Information  
Teresa Lovich  
Manager, Exhibits & Project Management  
11675 Rainwater Drive, Suite 600  
Alpharetta, Georgia 30009  
Tel.: +1 214 679 8736  
Fax: +1 678 242 0920  
t.lovich@imedex.com

Exhibitor Information
Company

First Name                      Last Name

Email

Telephone                          Fax

Address

City/State/Zip       Country

Onsite Contact       Mobile No

Company Onsite Contact

Name                      Mobile No

Email

Information on the Exhibit Activities

Please select the category that best reflects your exhibit
□ Investigational Drugs/Treatments   □ Medical Devices
□ Patient Advocacy                 □ Pharmaceutical Drugs
□ Publication                       □ other (please specify)

Logo Request

For use in congress printed materials, please submit a hi-resolution logo to Cori Gunter at c.gunter@imedex.com by March 7, 2014.

Vectorized Adobe Illustrator source files (.ai or .eps file extension) are preferred. This 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).
Please complete the following registration form and return no later than March 7, 2014.
(E) t.lovich@imedex.com or (F) +1 (678) 242-0920.

1. Name __________________________ Email __________________________
   City __________________________ State/Country __________________________

2. Name __________________________ Email __________________________
   City __________________________ State/Country __________________________

InterContinental San Francisco
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Fax: +1 (415) 616 6581
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The Registration and Information Desk will be staffed:

Friday, March 21, 2014
1:00 pm – 5:00 pm

Saturday, March 22, 2014
7:00 am – 3:45 pm
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 Great Debates and Updates in Inflammatory Bowel Disease
- 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 Great Debates and Updates in Inflammatory Bowel Disease Contests, lotteries, raffles, or games of chance
- Games or group activities of any kind

Admission to the Exhibition
Participants fully registered for the congress may enter the exhibition. During times that the exhibition is closed, admission to the exhibit area is limited to the owners, representatives and employees of exhibiting firms. Models, hosts, or similar personnel not commercially connected with the industry may be employed to assist in the exhibitor’s area; any costume, if not standard business attire, must conform to proper decorum of Great Debates and Updates in Inflammatory Bowel Disease and is subject to approval by Imedex.

Exhibitor Registration
All exhibitors and their staff must be registered and display an official congress badge during all times of the congress, 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
All exhibiting activities and queuing must be contained in the individual exhibitor’s area. 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 congress facility is strictly prohibited.

Exhibit 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 area. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

Management of the Exhibit
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 March 22, 2014.

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 Great Debates and Updates in Inflammatory Bowel Disease. 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 congress, except for limited activities occurring within the individual exhibitor’s assigned area. 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 exhibiting only. The appointed personnel must be identifiable at all times as member of a “marketing research team.”

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 Great Debates and Updates in Inflammatory Bowel Disease. 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 congress 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 Great Debates and Updates in Inflammatory Bowel Disease and Imedex on distributed material or other items are subject to expressed written approval from Imedex.

Non-Smoking Event
The Great Debates and Updates in Inflammatory Bowel Disease is a non-smoking event.

Storage
If you require storage during the exhibition, please contact The InterContinental San Francisco. Additional charges may apply.

Dismantling
The exhibitor must vacate the exhibition space on March 22, 2014 at 4:45 pm. 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.

Venue Rules and Regulations
For more information on The InterContinental San Francisco please go to their website at http://www.intercontinentalsanfrancisco.com.
To us, it's all about matching our execution with your expectation. Not every business or guest has the same need. In fact, we find no two are ever entirely alike. So we have approached the challenge of accommodating everyone by being adaptable.

Our event facilities are spread over three expansive floors, consisting of two major customizable ballrooms and 21 smaller meeting rooms of varying size, all with natural light pouring in through floor-to-ceiling windows. Three adjoining outside terraces set a new standard for what an event can, and should, be.

### SIXTH FLOOR

<table>
<thead>
<tr>
<th>Area Type</th>
<th>Length</th>
<th>Width</th>
<th>Height</th>
<th>Footage</th>
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</thead>
<tbody>
<tr>
<td>Exhibit Exhibit Classroom Hollow Space</td>
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<td>Theatre Conference Reception Banquet U-shape Square</td>
<td>8 X 10</td>
<td>10 X 10</td>
</tr>
</tbody>
</table>

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**Do you live an InterContinental Life?**

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**INTERCONTINENTAL SAN FRANCISCO**

888 Howard Street, San Francisco, CA 94103 United States

Toll-Free: +1 888 811 4273

www.intercontinentalsanfrancisco.com
## THIRD FLOOR

<table>
<thead>
<tr>
<th>ROOM NAME</th>
<th>Width</th>
<th>Ceiling</th>
<th>Height</th>
<th>Capacity</th>
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</thead>
<tbody>
<tr>
<td>Great Ballroom</td>
<td>14´6´´</td>
<td>10´</td>
<td>10´</td>
<td>240</td>
</tr>
<tr>
<td>Great Ballroom A</td>
<td>17´</td>
<td>10´</td>
<td>10´</td>
<td>240</td>
</tr>
<tr>
<td>Great Ballroom B</td>
<td>18´</td>
<td>10´</td>
<td>10´</td>
<td>240</td>
</tr>
<tr>
<td>Great Ballroom C</td>
<td>24´</td>
<td>10´</td>
<td>10´</td>
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</tr>
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<td>Grand Ballroom</td>
<td>37´6´´</td>
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<td>143</td>
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<tr>
<td>Grand Ballroom C</td>
<td>18´</td>
<td>63´</td>
<td>63´</td>
<td>150</td>
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<td>Great Ballroom</td>
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<td>360</td>
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<tr>
<td>Twin Peaks</td>
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<td>160</td>
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<tr>
<td>Russian Hill</td>
<td>25´</td>
<td>55</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>Pacific Terrace</td>
<td>34´</td>
<td>55</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>Potrero Hill</td>
<td>24´</td>
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<tr>
<td>Nob Hill</td>
<td>24´</td>
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<td>17´</td>
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<tr>
<td>Tenderloin Hill</td>
<td>24´</td>
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<tr>
<td>InterContinental Ballroom A &amp; C</td>
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<td>InterContinental Ballroom A</td>
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<th>Capacity</th>
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<tbody>
<tr>
<td>Pacific Terrace</td>
<td>14´6´´</td>
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<td>240</td>
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<tr>
<td>Pacific Terrace Lobby</td>
<td>18´</td>
<td>10´</td>
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<tr>
<td>Fisherman</td>
<td>19´</td>
<td>12´</td>
<td>12´</td>
<td>120</td>
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<tr>
<td>Mission</td>
<td>18´</td>
<td>12´</td>
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<tr>
<td>Union Square</td>
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