

**ACG 2009 Annual Scientific Meeting and Postgraduate Course  
October 23-28, 2009  
San Diego, California**



**Sponsorship Opportunities**

A number of ACG 2009 Sponsorship & Advertising Opportunities are still available. Several of the popular sponsorship opportunities like the Registration Bags and the Lanyards are sold, but we've added additional advertising and sponsorship opportunities and several others are still available.

Extend your marketing reach at the ACG 2009 Annual Scientific Meeting and Postgraduate Course by participating in one or more of the opportunities listed below.

**New!**

• **Exhibitor Theater: \$20,000 per session**

Have a new product or service you would like to showcase on the Exhibit Hall floor but don't have the booth space to accommodate a large crowd? Want to showcase research that you've provided grant funding for? Participate in the Exhibitor Theater. Held during the lunch hour each day of the Exhibit Hall (Sunday-Tuesday), participating sponsors can offer a presentation in the Exhibitor Theater. The theater seats 100 and basic A/V (monitor, screen, microphone, laptop, and a technician available for the ½ hour) will be provided. Boxed lunch for up to 100 is also provided and is included in the sponsorship fee.

Exhibitor Theater times available are:

Sunday, October 25:	12:15 pm – 12:45 pm or 1:00 pm – 1:30 pm
Monday, October 26:	12:30 pm – 1:00 pm or 1:15 pm – 1:45 pm
Tuesday, October 27:	12:30 pm – 1:00 pm or 1:15 pm – 1:45 pm

These are exclusive time slots. Only one Exhibitor Theater may take place at any time. Sponsors may not exceed the times listed above. Exhibitor Theater presentations may not offer CME. Additional A/V requirements beyond what is included in the sponsorship will be charged to the sponsor. Exhibitor Theater sponsors may display a poster on a display wall near the Theater as well as in a designated area in the general registration area at the beginning of the meeting. All signage must be removed following the event. Information may also be listed on [www.acgmeetings.org](http://www.acgmeetings.org) under Company Sponsored Symposia/Events. There are three options for what type of Exhibitor Theater you may want to conduct. Other options may be available. The three options are:

**Option 1:** You consider the time slot like a satellite symposium without the CME. It could be anything you wanted it to be. This is a much shorter time period (1/2 hour) than a regular satellite symposium. We will include a boxed lunch in the fee for up to 100 people. You coordinate all activities and ACG is completely out of the planning of this, other than providing the A/V and ordering the boxed lunch. The ACG fee is \$20,000 (includes the A/V and lunch) and your additional costs would be in the planning and implementation.

**Option 2:** We designate it an ACG FAQ session by topic and your company would be the sponsor. ACG would choose the speaker and it would be an ACG event sponsored by your company. No CME would be provided. ACG would plan this entire event. ACG has been providing FAQ's for some time on the hall. Your cost would be the \$20,000 fee and you would have no further expenses. ACG would handle all the planning, promotion and implementation for this program. The FAQ's currently scheduled are: IBD, Esophagus, Colon, Liver, Endoscopy and Functional.

**Option 3:** if your company has provided funding to institutions and these institutions have posters that were accepted for the meeting, you could create a ½ hour event called [Your Company Name] Poster Highlights and have the poster presenters give a short presentation about their poster. Or you designate one person to highlight the various posters being presented. For Option 3, you would need to invite the poster presenter(s) to speak at this event. ACG would not be involved in any of the planning. We would provide basic A/V (monitor, screen, microphone, laptop, and a technician available for the ½ hour) and the boxed lunch for up to 100 would also be included. This is a nice option to highlight research your company helped to fund. No

CME could be provided. Since this event would take place during the actual time posters are presented, if any poster presenter were to also need to be at their poster, we could provide a card or message for poster presenters to post at their poster letting attendees know that they can see this poster presenter at 12:15 pm at the Exhibitor Theater. The card could read something like, "See me present highlights of my research at the 12:15 pm [Your Company] Poster Highlights in the Exhibitor Theater, booth #XXXX..." Your cost would be the \$20,000 fee plus your additional costs in the planning and implementation. If you were to go this route, ACG would not offer an FAQ on the same topic so as to not compete with your event.

- **Convention Center Banners** – large advertising banners are available at the San Diego Convention Center. Get noticed by all attendees by displaying your company or product advertisement in a high-traffic area of the Convention Center. Click on the link below for available locations and pricing. Most banners are priced as double-sided. If you are looking to reduce cost during these tight economic times, printing your advertisement on only one-side will reduce the cost. In addition, some banner sizes may be reduced in size to meet your budget. Call for details. <http://www.plantour.com/custom/acg/>
- **Abstracts on CD-ROM:** **SOLD**
- **Final Program:** **SOLD**

**New!**

- **ACGConnect – ACG's online itinerary planner powered by Freeman's EventMatch – multiple advertising opportunities available**  
New in 2009, ACG has partnered with Freeman to offer ACGConnect. Powered by Freeman's EventMatch (a partnership with BDMetrics), ACG 2009 attendees will be able to browse sessions, search abstracts, view exhibitor profiles and plan their itinerary. Multiple advertising opportunities are available to meet every budget, including Premium Leaderboard ads, Search Microbar ads and featured ads on specialized pages (Listings, Category, Sessions and Search). Event Keyword advertising starts as low as \$250/per keyword. This is a great opportunity to create buzz about your booth before the meeting. Some discounts are available for exhibitors who are also advertising in the *ACG 2009 Meeting News*, the *ACG 2009 Exhibit Guide*, ACG 2009 Convention Center banners. Click here for complete details on ACGConnect advertising.
- **Registration Bags – SOLD**
- **Lanyards – SOLD**

**President's Reception - \$65,000.** Sponsor the largest social event at ACG 2009. As the sponsor, you will receive recognition in the Final Program and on invitations distributed in attendee registration bags, in the *ACG Meeting News*, and on signage displayed at the Convention Center and at the Hyatt where the event will take place. In addition, a web banner ad promoting the event and recognizing your company as the supporter will also be displayed on the ACG website, **ACGConnect**, which will launch on or about August 25, 2009. In addition, your company may provide company branded cups and napkins for the event. The President's Reception attendance averages between 1,200 and 1,500. Your company representatives attending ACG 2009 are welcome to join attendees at the President's Reception.

- **Postgraduate Course on DVD – Call for pricing.** The Postgraduate Course on DVD includes sessions presented during the two-day Annual Postgraduate Course. Sessions are captured, live and on-site, complete with the audio, slides and text of each presenter so attendees can review the Course after the meeting from the convenience of their home or office.
- **Internet Café - \$20,000 (Inside or outside the Exhibit Hall.)** Help attendees stay connected to home and the office by sponsoring the Internet Café. As the sponsor, you may include a company or product advertisement as the screen saver. In addition, your company or product logo will be included on signage, a tent card recognizing your company as the sponsor will be provided for each station, and you may provide mousepads with your company logo at each station. A total of 8 computers will be offered.

- **Room Drop Bags - \$14,000 each – two available (Sunday and Monday).** Be one of the first companies an attendee will see when you sponsor one or more of the Room Drop Bags. Bags, which are delivered to attendee's hotel room, include a copy of the ACG Meeting News, as well as updates from other activities taking place at the meeting. The Room Drop Bag can include your company name, logo and booth number.
- **Advance Registration Program – *SOLD***
- **Annual Scientific Meeting Symposia Sessions Syllabus – *SOLD***
- **Postgraduate Course Syllabus – *SOLD***
- **ACG 2009 Meeting News** – Advertise in the ACG Meeting News, a tabloid-size newspaper published twice during the meeting. The first edition is distributed during the two days of the Postgraduate Course in the registration bag and the second edition is distributed during the three days of the Annual Scientific Meeting. By advertising in the *ACG Meeting News*, your advertisement will be included in both editions. Advertise in the *ACG Meeting News* and learn how you can earn discounts by advertising online BEFORE the meeting on ACGConnect, ACG's online itinerary planner.
- **ACG 2009 Official Exhibit Guide** – advertise in the *Exhibit Guide*. This guide provides important exhibit information to all attendees, including detailed exhibitor listings, a schedule of meeting events, a floor plan of the Exhibit Hall, and other activities taking place in the Exhibit Hall. The Guide will be included in all attendee registration bags. Advertise in the *Exhibit Guide* and learn how you can earn discounts by advertising online BEFORE the meeting on ACGConnect, ACG's online itinerary planner.
- **Street Banners (Gaslamp Quarter) – *SOLD***
- **Reprints from *The American Journal of Gastroenterology (AJG)*.** AJG commercial reprints offer a unique opportunity to inform the medical community about the activities and products you wish to promote while tying it to the journal's groundbreaking research. Contact [reprints@boston.nature.com](mailto:reprints@boston.nature.com) or call 617-494-4900 to learn more.
- **What's New in GI Pharmacology DVD - \$45,000.** What's New in GI Pharmacology is a popular half-day program held on Fridays at the ACG meeting. Sessions will be captured, live and on-site, complete with the audio, slides and text of each presenter so attendees can review the Course after the meeting from the convenience of their home or office. Call for details on distribution of the DVD.
- **Preliminary Program – *SOLD***
- **Self-Assessment Test – \$42,500**  
Two editions of the *Self-Assessment Test* are distributed — one before the meeting that contains only questions and one after the meeting that includes questions, answers, and an annotated bibliography. The Self-Assessment Test includes more than 300 questions and answers. As the sponsor of this valuable educational resource, you will have the opportunity for a company acknowledgement in both editions.
- **Practice Management Course Syllabus - \$15,000**  
This popular Friday program provides practical tips and tools for managing an efficient and successful gastroenterology practice. This valuable resources includes all of the handouts given at the session and is distributed to every attendee who participates in the program. Your sponsorship will include the opportunity for a company acknowledgement in the program.

- **GI Jeopardy – \$50,000**

GI Jeopardy is a lively, energetic session that is open to all meeting attendees. Prior to the annual meeting, training programs from across the U.S. compete online and the top five programs from the online competition attend the annual meeting to compete live. This program, new in 2004, continues to grow in popularity and is a must-see event for all meeting attendees. As the sponsor, you'll receive recognition on signage at the course and at the start of the program. This is a shared sponsorship. Price shown is the amount for 50% of the sponsorship.

- **Breakfast Sessions Syllabus - \$25,000**

The Breakfast Sessions Syllabus includes all of the handouts given at the breakfast sessions—16 in total. This syllabus is distributed to every attendee who participates in a breakfast session. Your sponsorship will include the opportunity for a company acknowledgement in the program.

- **Trainees Forum - \$15,000**

The Trainees' Forum is an annual event that offers presentations from seasoned professionals, recruiters and recent graduates offering career advice for finding the right job and practice environment. Open only to GI fellows, your sponsorship will include the standard sponsor recognition, signage at the session, and an opportunity to supply beverage napkins and cups with your company logo.

## ACG 2009 Annual Scientific Meeting and Postgraduate Course Sponsorship Opportunities

- **President's Reception - \$65,000.** The President's Reception is the largest social event offered during the Annual Meeting and is a not-to-miss event that provides a great networking opportunity for attendees. The Reception will be held on Monday, October 26. In addition to the standard recognition, you will also receive recognition through signage at the event, on the ACG meeting website, within the Final Program, and other areas where deemed appropriate. In addition, you may supply napkins with your company logo for the event.
- **Aisle Banners – *SOLD***
- **Annual Meeting Logo Pin - \$27,500 (includes the cost of the pin).** The Annual Meeting Pin is a popular giveaway to attendees and is sure to be a collector's item in the years to come. The meeting pin includes the official annual meeting logo and you may customize the card the pin is placed on. Attendees will pick up the pin from your booth. In addition to the standard sponsor recognition, ACG will support this effort through a promotional flyer in all attendee registration bags and in one room drop bag, signage near the Exhibit Hall entrance and at your booth, and an ad in the *ACG Meeting News*.
- **Annual Meeting Logo T-shirt - \$25,000 + cost.** Be the sponsor of the ACG Annual Meeting T-shirt. An official gift for the ACG Meeting, the t-shirt—an all-cotton, pre-shrunk item—will include a small image of the meeting logo on the upper left chest with a larger logo on the back. Attendees will pick up their t-shirt from your exhibit booth. In addition to the standard sponsor recognition, ACG will support this effort through a promotional flyer in all attendee registration bags and in one room drop bag, signage near the Exhibit Hall entrance and at your booth, and an ad in the *ACG Meeting News*.
- **Exhibit Hall Scavenger Hunt – *one slot left!***
- **Coffee Breaks - \$8,000 per coffee break (2 per day, Saturday and Sunday).** When time is of the essence and attendees are looking for some refreshment before the next session, the coffee break provides an added convenience that Postgraduate Course attendees truly appreciate. Two coffee breaks will be offered each day near the Postgraduate Course sessions. The cost shown is the price per coffee break. Your sponsorship will include signage in the coffee break area thanking your company. You will also have the opportunity to provide coffee cups and napkins bearing your company logo.
- **Notepads and pens - \$20,000 + cost.** Get your paper and pens ready. By sponsoring the notepads and pens, you'll provide a much-needed resource to attendees. Notepads and pens will be included in the attendee registration bag. They'll no longer have to search the Convention Center for a pen to borrow or a notepad to write on. The notepad and pens may include your company logo. ACG will have final approval on design. In addition to the standard sponsor recognition, you'll also receive recognition with signage in the meeting registration area.

**To review the entire Sponsorship & Advertising brochure and to print the application form, click here.**

Questions? Your ACG contacts are:

### **For Sponsorships and Advertising Opportunities:**

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### **Exhibit Opportunities and Satellite Symposia:**

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