

AMERICAN COLLEGE OF GASTROENTEROLOGY

CONNECT

with **GI CLINICIANS**

close to where they work and live

EXHIBIT

at the

ACG REGIONAL POSTGRADUATE COURSES





MAXIMIZE your
marketing REACH

EXHIBIT

AT ACG'S **REGIONAL**
POSTGRADUATE COURSES

2018 ACG'S IBD SCHOOL & ACG EASTERN REGIONAL POSTGRADUATE COURSE

APRIL 13-15, 2018

Seaport Hotel | Boston, MA

\$2,500

Payment due February 14, 2018

Expected attendance: 200

2018 ACG'S HEPATOLOGY SCHOOL & ACG MIDWEST REGIONAL POSTGRADUATE COURSE

AUGUST 24-26 2018

Sheraton Indianapolis City Centre Hotel | Indianapolis, IN

\$2,500

Payment due June 22, 2018

Expected attendance: 130

2018 ACG'S HEPATOLOGY SCHOOL & SOUTHERN REGIONAL POSTGRADUATE COURSE

NOVEMBER 30 - DECEMBER 2, 2018

JW Marriott Hotel | Nashville, TN

\$2,500

Payment due September 28, 2018

Expected attendance: 200

ACG BRINGS EDUCATION CLOSER TO WHERE MEMBERS WORK AND LIVE.

Our programs feature leading experts in GI and hepatology, and focus on the common and not-so-common GI disorders a clinician sees in practice. Attendees will learn the latest clinical updates and what is on the horizon that may impact their practices.

ACG'S REGIONAL POSTGRADUATE COURSES

OFFER AN OPPORTUNITY for your sales representatives to meet and greet with physicians in their area. It's getting tougher and tougher to meet with physicians in their offices; let ACG's Regional Postgraduate Courses help facilitate this process. Our meeting locations draw attendees from the region as well as from across the U.S. In addition, our regional courses provide the opportunity to continue your outreach developed at ACG's Annual Scientific Meeting. Review the Exhibitor Rules on page 4, and see the Exhibitor Application on page 8.

ACG/STATE SOCIETY COURSE(S)

2018 ACG/VGS/ODSGNA REGIONAL POSTGRADUATE COURSE

SEPTEMBER 8-9, 2018

Williamsburg Lodge | Williamsburg, VA

Contact: Susan Foster or David Balaban

Virginia Gastroenterologic Society

www.vagastro.org

Phone: (434) 817-8484

Email: sfoster@cvillegi.com

Email: dhb3k@comcast.net

ACG is proud to jointly provide the courses listed above with the related state society. For exhibit opportunities at these meetings, please contact the state society.

Build awareness year-round at ACG’s Regional Postgraduate Courses by supporting one or more of these sponsorship opportunities in 2018. Unless otherwise noted, these sponsorships include all courses.

Lanyards – \$8,500

All attendees will be wearing your logo when you sponsor the lanyards. In addition to the standard sponsor recognition, the lanyards may include your company logo. ACG will need to approve any design before distribution. Approximately 1,000 will be distributed.

Hotel Key Cards – \$18,000 (where available)

Hotel key cards provide multiple options for exposure throughout the run of the meeting. Your custom-designed key card (ACG must approve) will be provided upon check-in to all conference attendees who are staying at the hotel where the ACG Course will be held.

Meeting App - \$7,500 per meeting or \$51,000 for all 7 ACG regional courses and state society courses

Display your banner ad or logo on the home page of the meeting app at one or all of the ACG 2018 Regional Courses. The meeting app is the ONLY place where attendees can access meeting materials including presentation slides, the virtual registration bag and the meeting schedule of events. Your banner ad may link attendees directly to your website.

ONLY THREE LEFT!

Virtual Registration Bag - \$500 per course or \$3,000 for all 7 ACG regional and state society courses.

The meeting app is the ONLY place where attendees can access the meeting schedule, presentation slides and additional information about the course. Within the app, attendees have access to the Virtual Registration Bag where they can view additional information about exhibitors and ACG offerings. You may include a PDF with company or product information.

Meter Board Advertising – \$4,000 per course

A 3-foot wide by 7-foot high free-standing, double-sided display board will be sure to catch attendees’ attention, and can help draw traffic to your exhibit. Boards will be placed in prominent locations. There are two meter board advertising opportunities per Regional Course. Full meter board size is 38-1/8” x 87”.

Satellite Symposium— \$7,500 per course

Industry-sponsored satellite symposia provide additional educational opportunities for attendees. These programs are independent of the ACG educational programs. Satellite symposia held in conjunction with ACG Regional Courses are typically scheduled for Saturday evenings. For more information see the Satellite Symposium Rules and Regulations beginning on page 6.

ONLY TWO LEFT!



ACG REGIONAL COURSES EXHIBITOR RULES

Assignment of Table-top Space

Space will be assigned on a priority point basis with first priority given to sponsors and/or grantors. The College reserves the right to make variations and/or relocate previously assigned space. The Management of the American College of Gastroenterology also reserves the right to alter the exhibit layout at any time.

Subletting Space

The subletting, assignment or apportionment of the whole or of any part of space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in his or her space any goods other than those manufactured or handled by the contract exhibitor, nor permit the solicitation of business by others within the space.

Payment and Restrictions

Exhibit space is priced as follows:

2018 ACG's IBD School and ACG Eastern Regional Postgraduate Course

April 13–15, 2018

Seaport Hotel | Boston, MA

\$2,500

2018 ACG's Hepatology School and ACG Midwest Regional Postgraduate Course

August 24–26, 2018

Sheraton Indianapolis City Centre Hotel | Indianapolis, IN

\$2,500

2018 ACG's Hepatology School and ACG Southern Regional Postgraduate Course

November 30–December 2, 2018

JW Marriott Hotel Nashville, TN

\$2,500

Tables will not be assigned until a 50% deposit has been received. The balance must be paid no later than:

Eastern Regional – February 14, 2018

Midwest Regional – June 22, 2018

Southern Regional – September 28, 2018

A service fee of 25% of the total booth cost will apply to any cancellation. No refunds will be issued to firms canceling if space cannot be resold. There will be no refunds whatsoever for space canceled after the final payment deadline. All cancellations must be received in writing. Checks should be made payable to the American College of Gastroenterology and sent to:

Attn: Exhibit Manager

American College of Gastroenterology

6400 Goldsboro Road, Suite 200, Bethesda, MD 20817

301-263-9000

Services

Electrical, phone and internet service will be provided, approximately one month prior to the course, by the meeting hotel. Information and order forms will be sent to each exhibitor. Each exhibitor is responsible for ordering and paying for services directly with the hotel.

Security

Security services are not furnished by ACG Management. Exhibitors should not leave valuable materials or equipment in the exhibit room outside the hours when exhibits are open. The American College of Gastroenterology can assume no responsibility for any losses sustained by exhibitors.

Set-up and Dismantle

Set-up and dismantle times will be forwarded to each exhibitor, approximately one month prior to the course. All exhibits must be set prior to the official opening of the exhibit area. Assembly of exhibits during the regularly scheduled exhibit hours will not be permitted. All exhibits must remain intact until the official closing time and may not be dismantled or removed, in whole or in part, before that time.

Conduct of Exhibits

Interviews, demonstrations and the distribution of literature or samples must be made within the table area assigned to the exhibitor. Canvassing or distributing of advertising matter outside the exhibitor's own booth will not be permitted.

Character of the exhibits is subject to approval of the College. The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. The Management of the American College of Gastroenterology reserves the right to restrict at any time any exhibit deemed undesirable and the Management's decision must be accepted as final in any disagreement between exhibitors.

Sales and Order Taking

The purpose of the exhibits is to further the education of meetings attendees through product and service displays and demonstrations. Sales and order taking are permitted if transactions are conducted in a manner consistent with the professional nature of the meeting. The exhibitor is responsible for any permits, occupational licenses and city/state sales taxes, if applicable. The ACG reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

INDEPENDENCE OF ACG CME EDUCATION IN ACCORDANCE WITH ACCME REQUIREMENTS

The ACG and the exhibiting company agree to the following conditions:

1. Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.
2. Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME activities.
3. For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.
4. The ACG educational program/CME activity, during which exhibits are conducted in a separate area, is intended for scientific and educational purposes and will not directly or indirectly promote the company's products.
5. In compliance with the ACCME Standards for Commercial Support, no honoraria or reimbursements will be paid directly by a commercial interest to a presenter, planning committee member or author.
6. ACG and the exhibiting companies agree to abide by the all of the requirements of ACCME's Standards for Commercial Support of Continuing Medical Education.

Exhibitor's Representatives

Each exhibit must be fully operational and staffed during the open exhibit hours. Badges are not to be issued to representatives of leasing companies, financial institutions, publishers, suppliers, vendors, or others who wish to gain admittance for the purpose of making contact other than in the exhibit area. An exhibitor may not register any other person eligible for paid registration.

Non-Exhibitors

No firm or organization without assigned space in the exhibit area will be permitted to solicit business within the exhibit area. Exhibitors are requested to inform the College of their knowledge of any such occurrence.

Hotel Accommodations

Hotel accommodations for exhibit personnel should be made directly with the hotel(s).

Hospitality Suites

Only those companies participating in the commercial exhibit program will be allowed to conduct hospitality suites. Suites are limited to hospitality and may not be used to display products or services. These hospitality suites may not be open or advertised to be open at times that conflict with official functions of the College such as scientific sessions or College sponsored social functions (including exhibits).

Protection of the Hotel(s)

Exhibitors will be held liable for any damage caused to the hotel property and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the facilities or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor. If any controversy arises as to the need or propriety, the Hotel Management will be the final judge thereof and his decision shall be binding on all parties concerned.

Liability and Insurance

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the American College of Gastroenterology, and their employees and agents harmless against all claims or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the hotel premises or a part thereof, excluding any such liability caused by the sole negligence of the American College of Gastroenterology, the Hotel, their employees and agents. In addition, Exhibitor acknowledges that the American College of Gastroenterology and the Hotel do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property loss/damage insurance covering such losses by Exhibitor.



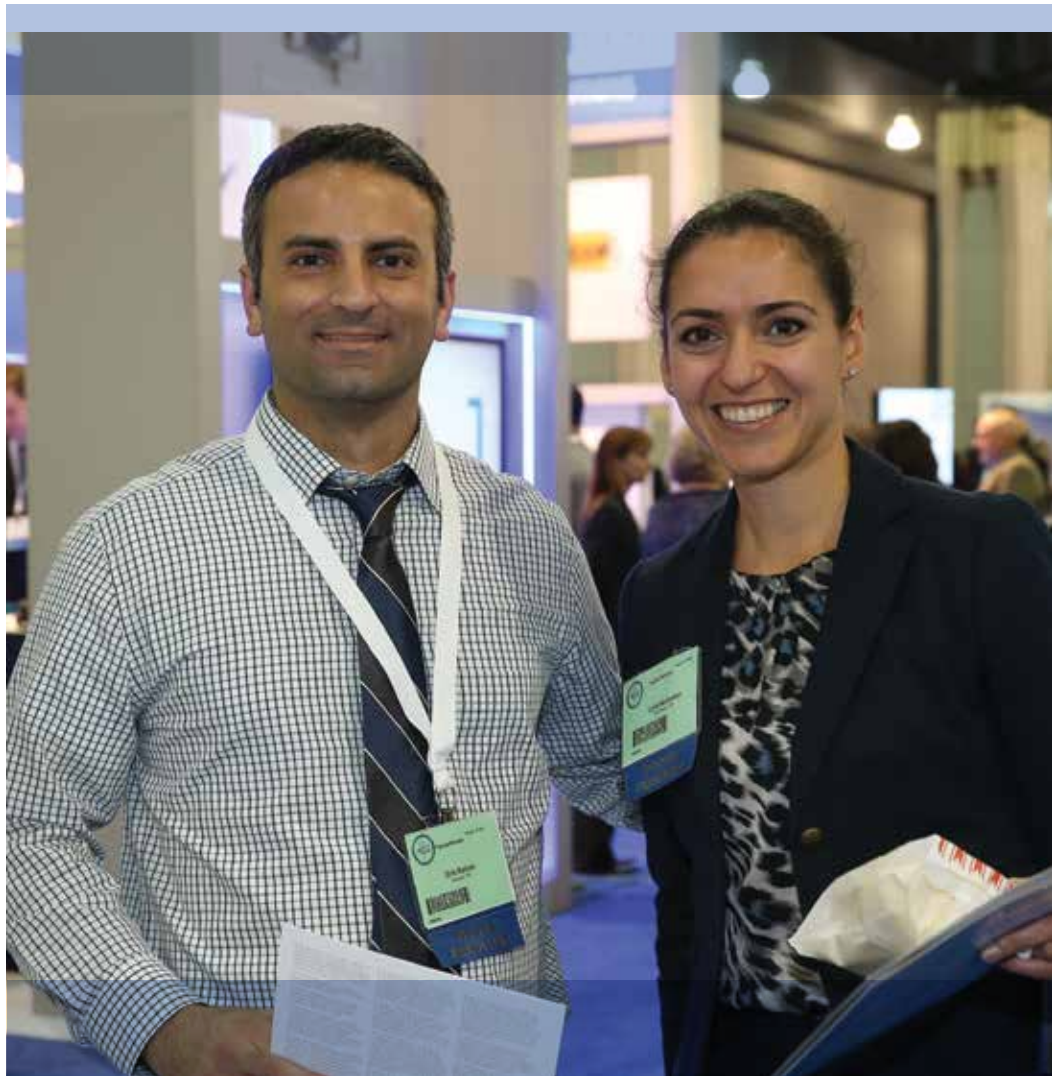
ACG REGIONAL COURSES

SATELLITE SYMPOSIA RULES**ACG Policy on Industry-Sponsored Satellite Symposia**

The American College of Gastroenterology recognizes that satellite events are often arranged in conjunction with its scheduled CME activities as a convenience to the target audience in attendance. The College remains sensitive to assuring that these programs are appropriately used for educational purposes. ACG retains the right to limit a company's right to priority or participation in future years if a particular satellite symposium program were to deviate markedly from the professional, educational atmosphere and decorum of the meeting.

General Rules

1. Symposium sponsors must purchase exhibit space at the ACG conference where the symposium will be presented.
2. Educational symposia activities designed by or on behalf of industry for attendance by ACG meeting attendees are considered satellite events. There can be no implication in any promotional materials, handouts, or enduring materials that they are planned, sponsored or endorsed by ACG.
3. ACG does not provide AMA PRA Category 1 Credit™ for satellite activities. Those wishing to offer credit for their symposia must obtain credit from another accredited CME provider.
4. Preference will be given to satellite symposia that are certified for CME credit.
5. Any satellite CME activities must be planned and executed in accordance with ACCME Essentials and Standards.
6. Satellite activities developed by industry must be offered during times allotted by ACG. ACG has sole discretion to schedule all activities at its meetings. Time slots offered will not interfere with any ACG scheduled programming.
7. Promotional materials for satellite activities must receive prior approval from ACG.
8. All satellite activities must be in compliance with the AMA's Ethical Opinion on Gifts to Physicians from Industry.
9. Once the satellite activity has been approved by ACG, the CME provider, commercial supporter(s), event title, content, date, and time as proposed to ACG for the event may not change without ACG approval.
10. All symposia material must contain the following statement: "This event is neither sponsored by nor endorsed by ACG."
11. Organizers of satellite events are solely responsible for making all appropriate financial arrangements for their activity. Representatives from ACG may attend the satellite activity without cost to audit compliance with this policy.
12. The use of the ACG name on any announcement, sign, publication or other material before, during or after the meeting requires prior written approval by ACG. Any organization providing meeting highlights of the event (to report clinical updates) or other educational initiatives (CME and non-CME), via print or online, may not use the ACG name without prior written approval by ACG. A detailed description must be provided at the time the request is made.
13. Videotaping the satellite activities within the assigned meeting room is permitted; however videotaping outside of the designated area is strictly prohibited.



Logistics

1. Satellite time slots will be scheduled by ACG.
2. Sponsors of satellite events may use the full time allotted or a reduced amount of time but may not exceed the scheduled time.
3. Sessions must be contained within the room assigned. Depending on availability at the hotel, ACG may assign space in meeting rooms already set for official ACG events in which case the meeting room set cannot be changed without authorization from ACG.
4. Audiovisual requirements are the responsibility of the sponsor of the satellite event.
5. Food functions must occur within the assigned event schedule.
6. All expenses associated with the event, including room set-up, clean up, food & beverage, A/V, electrical, internet, shipping, etc. are the sole responsibility of the sponsor of the satellite event.

Promotion

1. ACG must review and approve all promotional materials produced in conjunction with the satellite activity (e.g. invitations, announcements, signs, flyers, website information) prior to their dissemination. ACG will not assume responsibility to cover any costs associated with these materials if they have been pre-printed and not approved.
2. Satellite activities are allowed one (1) professionally-made 22"x28" promotional sign (produced by the sponsor of the event) in the designated sign area to advertise the event. This sign must be removed immediately following the scheduled event.
3. Satellite activities are allowed one (1) 22"x28" promotional sign (produced by the sponsor of the event) outside the room in which the event will take place. The sign should be put in place immediately prior to the event and must be removed immediately following the event.
4. Exhibit booth representatives may distribute invitations and other promotional material for the event at their booth. Canvassing outside of a sponsor's exhibit booth is strictly prohibited.

5. The use of the ACG name on any announcement, sign, publication, or other material requires prior written approval by ACG. Use of the ACG or ACG meeting logos is prohibited.
6. With approval from ACG, promotional material for industry-sponsored satellite symposia taking place during ACG's Regional Courses or Best Practices Course may include the following statement: "This activity will be held during the ACG Course. It is not considered part of the official scientific program of ACG. This event is neither sponsored by nor endorsed by ACG."

Benefits

1. This satellite activity option offers a limited opportunity to provide a customized event to reach out to GI physicians and other health professionals in the GI field by providing educational opportunities as an adjunct program to the ACG educational program.
2. As an approved satellite activity taking place at an ACG Regional or Best Practices Course, the event will be listed on the College's website with a link directly to the education provider.
3. Approved satellite activity providers are eligible to receive free one time use of ACG's pre-registration list to promote the approved activity. Additional use of the mailing list is available for purchase and must be approved by the ACG. Satellite program providers have the opportunity to post a sign in the designated sign area advertising the event as well as outside of the room in which the event takes place (rules for sign placement included above).

Cancellation Policy

ACG must be notified promptly, in writing, of the cancellation of any scheduled satellite event. No refunds will be issued for cancelled events.

Violations and Sanctions

ACG, at its sole discretion, reserves the right to revoke privileges for future programs of any sponsoring organization, supporting organization,

or activity organizer involved in planning a satellite activity that does not comply with the rules and requirements set forth in this policy, including complying with the ACCME Essentials and Standards as appropriate.

Application Process

Applications for the Regional and Best Practices Course Symposia will be accepted on a first come, first served basis. Full payment must accompany the application. Please be as thorough and detailed as possible in completing the accompanying application. Once the application is accepted, the ACG will contact each company with a room assignment. Information on approved satellite activities will be forwarded to the hotel. After notification of meeting room assignment, the sponsor of the satellite activity will work directly with the hotel to manage all meeting needs. In the event of cancellation, ACG will not be responsible for canceling any arrangements that may have been made by the applicant in connection with the proposed event. In addition, ACG will not be responsible for any costs incurred for the proposed event.

Requests for industry sponsored satellite activities should be submitted to:

Elaine McCubbin

Vice President, Meetings and Conventions
American College of Gastroenterology
6400 Goldsboro Road, Suite 200
Bethesda, MD 20817
P 301-263-9000 • F 301-263-9025
emccubbin@gi.org





APPLICATION for EXHIBIT SPACE

AMERICAN COLLEGE OF GASTROENTEROLOGY ACG REGIONAL POSTGRADUATE COURSES

American College of Gastroenterology • 6400 Goldsboro Road, Suite 200, Bethesda, MD 20817-5842
www.gi.org • P 301-263-9000 • F 301-263-9025 • Attn: Exhibit Manager

Boston, Massachusetts

April 2018

Please reserve a table-top exhibit for the 2018 ACG Eastern Regional Postgraduate Course, to be held at the Seaport Hotel, April 13-15, 2018.

Exhibit Fee: \$2,500

Indianapolis, Indiana

August 2018

Please reserve a table-top exhibit for the 2018 ACG Midwest Regional Postgraduate Course, to be held at the Sheraton Indianapolis City Centre Hotel, August 24-26, 2018.

Exhibit Fee: \$2,500

Nashville, Tennessee

December 2018

Please reserve a table-top exhibit for the 2018 ACG Southern Regional Postgraduate Course, to be held at the JW Marriott Hotel, November 30-December 2, 2018.

Exhibit Fee: \$2,500

We do not wish to be in close proximity to the following firms

We do wish to be in close proximity to the following firms

A deposit of 50% of the contracted space price must be included with this application form. BOOTH ASSIGNMENTS WILL NOT BE MADE UNTIL THE DEPOSIT HAS BEEN RECEIVED. The balance must be paid no later than **February 14, 2018** for the Eastern Regional Postgraduate Course; **June 22, 2018** for the Midwest Regional Postgraduate Course; and **September 28, 2018** for the Southern Regional Postgraduate Course. A service fee of 25% of the total booth cost will apply to any cancellation or space reduction prior to the cancellation dates listed above. There will be no refunds whatsoever for space cancelled after the final payment deadline. All cancellation notices must be given in writing. All exhibitors agree to abide by the Official Rules and Regulations. Please make checks payable to: American College of Gastroenterology. If you wish to pay by credit card, please fill in the necessary information below. American Express, VISA, and MasterCard accepted.

COMPANY

CONTACT NAME

ADDRESS

CITY / STATE / ZIP

PHONE

E-MAIL

CREDIT CARD NUMBER

EXP. DATE

3 or 4 DIGIT SECURITY CODE

SIGNATURE

CARDHOLDER'S NAME (PRINT)

ALL CORRESPONDENCE WILL BE CONDUCTED WITH THE PERSON LISTED ABOVE.



APPLICATION for SPONSORSHIPS

AMERICAN COLLEGE OF GASTROENTEROLOGY ACG REGIONAL POSTGRADUATE COURSES

American College of Gastroenterology • 6400 Goldsboro Road, Suite 200, Bethesda, MD 20817-5842
www.gi.org • P 301-263-9000 • F 301-263-9025 • Attn: Exhibit Manager

We would like to reserve the following sponsorship and advertising opportunities for ACG's Regional Postgraduate Courses.

- Lanyards** - \$8,500 (approximately 1,000 distributed) **SOLD**
- Hotel Key Cards** - \$18,000 (where available)
- Meeting App** - \$7,500 per course
- Virtual Registration Bag** - \$500 per course
- Meter Board Advertising** - \$4,000 (Meter Board size is 38-1/8" x 87". Meter board is printed double-sided. Price shown is per meter board/per show. There are two meter board advertising opportunities per course.)
 - Boston, 2018 ACG Eastern Regional Postgraduate Course** 1 board 2 boards
 - Indianapolis, 2018 ACG Midwest Regional Postgraduate Course** 1 board 2 boards

Unless otherwise noted, the sponsorships listed include all ACG courses. Payment for any sponsorship must be made within 30 days after application has been accepted and an invoice has been mailed. No cancellations will be accepted. Please make checks payable to: American College of Gastroenterology. If you wish to pay by credit card, please fill in the necessary information below. American Express, VISA, and MasterCard accepted.

COMPANY CONTACT NAME

ADDRESS

CITY / STATE / ZIP

PHONE E-MAIL

CREDIT CARD NUMBER EXP. DATE 3 or 4 DIGIT SECURITY CODE

SIGNATURE CARDHOLDER'S NAME (PRINT)

ALL CORRESPONDENCE WILL BE CONDUCTED WITH THE PERSON LISTED ABOVE.



APPLICATION for SATELLITE SYMPOSIA

AMERICAN COLLEGE OF GASTROENTEROLOGY ACG REGIONAL POSTGRADUATE COURSES

American College of Gastroenterology • 6400 Goldsboro Road, Suite 200, Bethesda, MD 20817-5842
www.gi.org • P 301-263-9000 • F 301-263-9025 • Attn: Exhibit Manager

Please indicate the meeting(s) where you are interested in offering a Satellite Symposium.

Boston, Massachusetts

April 2018

The 2018 ACG Eastern Regional Postgraduate Course will be held at the Seaport Hotel, April 13-15, 2018.

Friday Dinner: \$7,500

Saturday Dinner: \$7,500

SOLD

Indianapolis, Indiana

August 2018

The 2018 ACG Midwest Regional Postgraduate Course will be held at the Sheraton Indianapolis City Centre Hotel, August 24-26, 2018.

Friday Dinner: \$7,500

Saturday Dinner: \$7,500

SOLD

Nashville, Tennessee

December 2018

2018 ACG Southern Regional Postgraduate Course will be held at the JW Marriott, November 30-December 2.

Friday Dinner: \$7,500

Saturday Dinner: \$7,500

SOLD

MEDICAL EDUCATION PROVIDER

GRANT PROVIDER

COMPANY

CONTACT NAME

ADDRESS

CITY / STATE / ZIP

PHONE

E-MAIL

CREDIT CARD NUMBER

EXP. DATE

3 or 4 DIGIT SECURITY CODE

SIGNATURE

CARDHOLDER'S NAME (PRINT)

ALL CORRESPONDENCE WILL BE CONDUCTED WITH THE PERSON LISTED ABOVE.

The ACG Policy on Industry Sponsored Satellite Symposia Agreement form on the next page must be completed and submitted with this application.



ACG POLICY on INDUSTRY SPONSORED SATELLITE SYMPOSIA

AMERICAN COLLEGE OF GASTROENTEROLOGY ACG REGIONAL POSTGRADUATE COURSES

American College of Gastroenterology • 6400 Goldsboro Road, Suite 200, Bethesda, MD 20817-5842
www.gi.org • P 301-263-9000 • F 301-263-9025 • Attn: Exhibit Manager

By signing below, you agree to abide by the rules and regulations as set forth in the ACG Policy on Industry Sponsored Satellite Symposia, beginning on page 6.

GRANT PROVIDER

COMPANY CONTACT NAME

ADDRESS

CITY / STATE / ZIP

PHONE

E-MAIL

MEDICAL EDUCATION PROVIDER

COMPANY CONTACT NAME

ADDRESS

CITY / STATE / ZIP

PHONE

E-MAIL

GRANT PROVIDER SIGNATURE

MEDICAL EDUCATION PROVIDER SIGNATURE

PRINT NAME

PRINT NAME

TITLE

TITLE

DATE

DATE



**AMERICAN COLLEGE
OF GASTROENTEROLOGY**

6400 Goldsboro Road, Suite 200
Bethesda, MD 20817