

Northern California Society
for Clinical Gastroenterology

2022 Sponsor and Exhibitor Prospectus



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NORTHERN CALIFORNIA SOCIETY FOR CLINICAL GASTROENTEROLOGY (NCSCG)

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ABOUT NCSCG

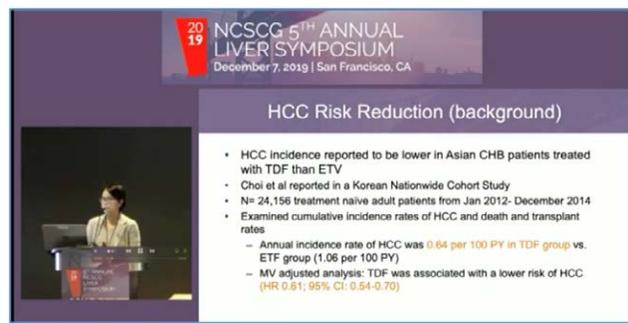
A Professional Society of Gastroenterologists, Hepatologists, and Advanced Practice Providers

The NCSCG was organized in the mid-1970s, originally as an informal journal club. It was created during a time when the national GI societies focused exclusively on basic science research, almost to the exclusion of matters that were immediately relevant to practicing gastroenterologists.

Thereafter, both formal and informal local societies began to form. The Western Gut Club is often considered the predecessor of the NCSCG in that clinical gastroenterologists from Northern and Southern California would meet once a year in Monterey to discuss common academic and clinical interests. The Southern California Society of Gastroenterology and Endoscopy highlights the attempt to combine what were considered two very separate domains: gastroenterology and endoscopy. Furthermore, there was the informal journal club, consisting of 10 to 12 members who would meet periodically at each other's homes or the cafeteria of Highland Hospital. Its earliest members included Dr. Stan Goldberg, Dr. Manny Friedman, Dr. Harvey Olsen, Dr. Ralph Bernstein, Dr. Dave Bloom, and Dr. Steve Jacobsohn.

These and other physicians decided to formalize these informal symposia and create a local gastroenterology society that incorporated both gastroenterology and endoscopy and addressed the academic and clinical interests of practicing gastroenterologists in Northern California. The idea of such a society was discussed with prominent local academics, including Dr. Rudi Schmid and Dr. Marvin Sleisenger, who were instrumental in organizing and supporting the society. They helped set up and served on the board that elected the first board members and councilors, including the first president, Dr. Stan Goldberg.

For a group in existence for over 40 years, it should not come as a surprise that the NCSCG is an organization rich in tradition. Unlike many long-standing organizations, there is no formal written history of the NCSCG and few public opportunities to share the organization's stories. Many new members, and perhaps even some older members, were not aware of how and why this society was started. However, knowing and sharing stories of the people, events, and traditions that have shaped this organization over its 40-year history is essential for ensuring that the NCSCG keeps to its founding principles in the years to come.



[Click Here](#) for More Information

2022 NCSCG OFFICERS



IMMEDIATE PAST PRESIDENT

Edward W. Holt, MD

Transplant Hepatologist
Department of Transplantation
California Pacific Medical Center
San Francisco, CA



PRESIDENT

Suraj Gupta, MD

Gastroenterologist
Kaiser Permanente,
San Rafael and San Francisco
San Francisco, CA



VICE PRESIDENT

Robert Wong, MD, MS

Gastroenterologist/Hepatologist
Director of Research and Education
Division of Gastroenterology and
Hepatology, Highland Hospital
Oakland, CA



TREASURER

Marina Roytman, MD, FACP

Liver Program Director
UCSF Fresno Clinical Professor of Medicine
University of California San Francisco
San Francisco, CA



SECRETARY

Bilal Hameed, MD

Associate Professor of Medicine
Clinic Chief, Hepatology
University of California San Francisco
San Francisco, CA

BOARD MEMBERS

Nik Agarwal, MD

Gastroenterologist
Palo Alto Medical Foundation
Palo Alto, CA

Christina Chou, MD

Gastroenterologist
Highland Hospital
Alameda Health System
Oakland, CA

Maria Josephina Gomez, NP

Nurse Practitioner
UCSF Health, CA
San Francisco, CA

Elizabeth Hwang, MD, AGAF

Associate Chief, Gastroenterology
Clinical Asst. Professor (Affiliated)
Stanford University School of Medicine
Stanford, CA

Devon Kiker, FNP-C

Nurse Practitioner
Gastroenterology and Hepatology
UCSF
Fresno, CA

Allison Kwong, MD

Instructor, Medicine
Gastroenterology & Hepatology
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Stanford, CA

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Assistant Clinical Professor of Medicine
University of California, Davis
Davis, CA

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Associate Clinical Professor of Medicine
Chief of the Division of Gastroenterology
Alta Bates Summit Medical Center
University of California, San Francisco
San Francisco, CA

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Gastroenterologist
Kaiser Permanente East Bay
San Francisco, CA

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Gastroenterology and Hepatology Fellow
Stanford University
Stanford, CA

Kidist K. Yimam, MD

Medical Director, Autoimmune Liver Disease Program
Division of Hepatology and Liver Transplant
California Pacific Medical Center
San Francisco, CA

2022 GI AND 2023 LIVER NCSCG SYMPOSIA SERIES

2022 GI AND
2023 LIVER NCSCG
SYMPOSIA DATES

GI Symposium
June 4-5, 2022
Monterey, CA

Liver Symposium
January 2023
San Francisco, CA

The Northern California Society for Clinical Gastroenterology is devoted to the pursuit of clinical excellence in gastroenterology and hepatology, primarily through continuing medical education. By providing a forum for the exchange of ideas, the NCSCG aims to encourage professional growth, stimulate intellectual curiosity, and improve patient outcomes by expanding access to up-to-date information of interest to practitioners.

The NCSCG is pleased to announce our 2022/2023 schedule of events:

GI Symposium – June 4-5, 2022 – Monterey, CA

The 2022 GI Symposium is a two half-day symposium for physicians, physician assistants, nurse practitioners, and nurses from community practices. The symposium will deliver a comprehensive educational update highlighting the most clinically relevant advances in gastroenterology and hepatology as presented at all major national/international GI conferences. The NCSCG has assembled a group of faculty experts who are responsible for data presentations and panel discussions. Cutting-edge updates and lively interactions with the audience make the NCSCG 2022 GI Symposium a unique opportunity to ask leaders in the field how they diagnose and treat complex disease states. Over 140 health care professionals will attend the symposium, which will be held in Monterey.

Liver Symposium – January 2023 – San Francisco, CA

The Liver Symposium is a one-day symposium for physicians, physician assistants, nurse practitioners, and nurses from community practices. The symposium will deliver a comprehensive educational update on advances and updates in treating patients with chronic liver disease. The treatment landscape for liver disease is changing drastically as new treatment and diagnostic modalities are introduced. These changes have a profound impact on clinicians, and the Liver Symposium will serve as the event for health care professionals in the region to get the latest information. The NCSCG will assemble a group of expert faculty who will develop the educational content for this course and serve as the speakers. Over 90 health care professionals will attend this symposium.

Attendee Comments on Previous Programs

*“Overall **reinforced my knowledge** on significant, new information.”*

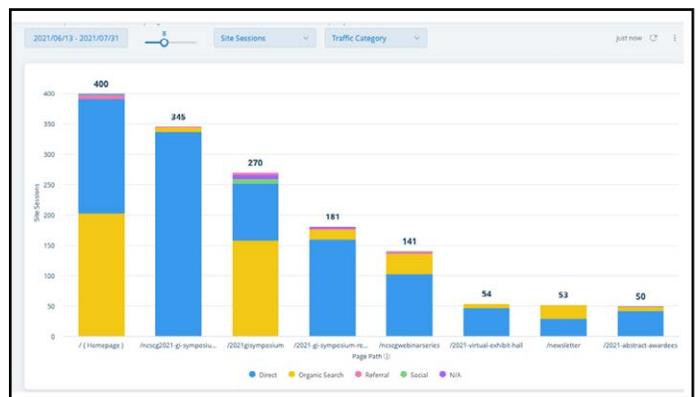
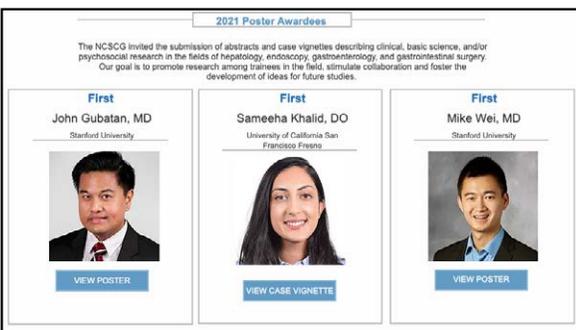
*“**Everything was great:** great venue, great audiovisuals, pertinent information.”*

*“The speakers, topics are wonderful. **One of the best regional programs for GI physicians.**”*

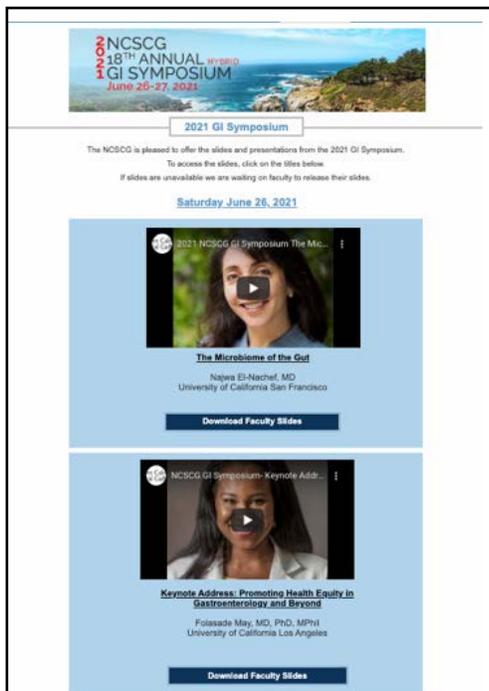
“Wide range of topics and very knowledgeable speakers.”

OPTIMIZE YOUR REACH IN 2022: NCSCG HYBRID APPROACH

OVER 1190 SITE SESSIONS FOR JUNE & JULY 2021
WITH 625 UNIQUE VISITORS



2022 Hybrid Approach: In Person + Virtual



2022 GI AND 2023 LIVER SYMPOSIA SPONSORSHIP OPPORTUNITIES

Benefits at the 2022 GI and 2023 Liver NCSCG Conference	Platinum \$85,000	Gold \$60,000	Silver \$35,000	Exhibitor \$5,000 <i>(per Symposium Event)</i>
Acknowledgment and recognition as a major sponsor during each Conference's opening remarks, on the NCSCG website, and on Conference PowerPoint materials, and verbal recognition. Logos displayed on Conference materials and in common areas	√	√	√	√
Advertisement opportunity with one (1) Banner Advertisement on Conference Mobile App	√	√	√	
Promotional product bag inserts in the Conference bag, max size 8.5" x 11"	√ Three (3) Inserts	√ Two (2) Inserts	√ One (1) Insert	
Complimentary Conference Registrations	√ Five (5) Registrations	√ Three (3) Registrations	√ Two (2) Registrations	√ One (1) Registration
One (1) Premier Exhibit Space for 2 Days with priority placement	√ 12' Table	√ 6' Table	√ 6' Table	√ 6' Table
One (1) Premier Virtual Exhibit Space in the NCSCG Virtual Exhibit Hall	√	√	√	
NCSCG announcement distributed via email and social media communicating your company's message to the full membership and other NCSCG followers	√	√		
Recognition as a sponsor of NCSCG Webcasts on Website Landing Page, www.norcalgastro.org	√	√		
Recognition as a WiFi Sponsor in NCSCG Conference Meeting Booklet	√			
Recognition with Logo Placement on NCSCG Conference Bag	√			
One (1) Industry-Sponsored Event, 1 hour, including Q&A, at the 2022 GI or the 2023 Liver symposium <i>Speaker costs are the responsibility of the Sponsoring Company. Available time slots as indicated. Additional livestream charge may apply, where applicable.</i>	√ <i>Saturday during lunch; includes livestream of your event</i>	√ <i>Saturday or Sunday during breakfast; includes livestream of your event</i>		
Access Opportunity to attend and give a 15-minute presentation to the NCSCG Board virtually before the symposium	√			

Benefits Throughout 2022	Platinum \$85,000	Gold \$60,000	Silver \$35,000	Exhibitor \$5,000 <i>(per Symposium Event)</i>
Throughout 2022, acknowledgment and recognition as corporate sponsor on the NCSCG website (12 months)	√	√	√	

Other Add-On Sponsorship Opportunities*
Recognition as a sponsor of NCSCG Quarterly Newsletter webpage. Your corporate logo or product link to your web site will be posted on the NCSCG eNewsletter webpage throughout 2022
Recognition as a Sponsor on the NCSCG website, www.Norcalgastro.org , and all program materials for the given Conference
Sponsor of the Women in GI: GI Janes dinner post event (Per Symposia). GI Janes of the NCSCG was formed by Radhika Kumari, MD and Marina Roytman, MD, FACP, in 2020 in order to encourage membership, participation and networking among female gastroenterologists, hepatologists and health care providers in Northern California

*2-3 opportunities available at each GI and Liver Symposia. Platinum Sponsors shall receive priority time slot selection rights; Industry-Sponsored Events offered on a first-come, first-served basis.

*All related costs for Industry-Related Events (honoraria, speaker travel, etc.) are the responsibility of the Sponsoring company.

*Additional Live-Stream charges may apply.

2022 SPONSORSHIP AND EXHIBITION OPPORTUNITIES

The NCSCG offers sponsorship and exhibition opportunities at the GI and Liver Symposia. A variety of sponsorships are available. Recognition will be given to each sponsor in the conference program books, on all signage, in pre-conference marketing materials, and on the NCSCG website, www.norcalgastro.org. This is a great opportunity to highlight your company or product to physicians, nurse practitioners, physician assistants, and nurses in the Northern California region, who are all seeking opportunities to learn the latest information available to improve patient outcomes.

The NCSCG has chosen to provide general support opportunities for the 2022 GI and Liver Symposia in compliance with the PhRMA Code on Interactions with healthcare professionals (www.phrma.org).

IMPORTANT DEADLINES

Initial Agreement: Supporters showing interest must commit in writing by completing the Sponsorship/ Exhibitor webform found on the last page of this prospectus. Upon receipt of the completed form, the Letter of Agreement will be processed. All signed agreements are final. To be listed in the program book, all sponsorships must be confirmed at least one week before the conference.

Payment: Invoices are generated upon receipt of the fully executed Letter of Agreement, with payment due immediately upon receipt. Please include a copy of the invoice and/or purchase order with payment.

TO FURTHER DISCUSS CONFERENCE SUPPORT OPPORTUNITIES, PLEASE CONTACT:

**PACE Medical Communications,
Sponsorship Development**

Attn: NCSCG 2022

135 South State College Blvd., Suite 200

Brea, CA 92821

(714) 869-2989

sponsorships@taggrp.com

TERMS AND CONDITIONS

CONFERENCE ORGANIZER

For the purpose of this document, Northern California Society for Clinical Gastroenterology (NCSCG), PACE Medical Communications and Tactical Advantage Group will be referred to as the Conference Organizer.

REPORTABLE EXPENSES

The Conference Organizer attests that Sponsorship funds will not be used to purchase meals, snacks or beverages for any conference or event attendee.

The Conference Organizer also attests that Sponsorship funds will not be used toward faculty honoraria for the duration of this Conference.

PAYMENT TERMS

Confirmation of your sponsorship/exhibit space is contingent upon receiving full payment prior to the scheduled event date. Payment instructions will be provided in a confirmation email upon submission of this form. Payment due in full upon signing.

CANCELLATION POLICY

A refund, less a handling fee of 10%, will be given for cancellations received in writing within 3 business days after the Sponsorship/Exhibitor's Agreement is completed. After this date, no refunds will be granted unless the conference is cancelled altogether.

If the conference is postponed and rescheduled within one year of the originally scheduled date, no refunds will be granted. However, the sponsorship/exhibitor fee shall be applied to the rescheduled conference.

Should the conference be cancelled and does not take place within one year of the originally scheduled date, a full refund shall be granted.

FAILURE TO OCCUPY EXHIBIT HALL SPACE

The Conference Organizer reserves the right to re-allocate any space that has not been occupied by the confirmed Exhibitor by 7:00 AM on the morning of the Conference start date. Should this occur, the Confirmed Exhibitor agrees to forfeit their booth space without refund.

SCHEDULING NON-CONFERENCE EVENTS

The Conference Organizer appreciates the convenience of having a number of key opinion leaders and HCPs in one location. However, we also recognize the importance of allowing our faculty and attendees to make the most of this productive conference time. To that end, our participating Sponsors agree to the following:

- Sponsors may not schedule any meetings within or external to the Conference venue during Conference dates and times without the explicit permission of the Conference Organizer
- Sponsors may request to schedule an on-site meeting outside Conference dates and times by submitting their written request to the Conference Organizer no later than one month prior to the scheduled Conference start date. With express written permission of the Conference Organizer, the same meeting offering parameters will apply, as indicated above
- Any travel or accommodation-related expenses (e.g. rescheduled flights, additional room nights, etc.) that may arise as a result of faculty or conference attendees participating in an authorized Sponsor event will be the responsibility of the Sponsor

CONFERENCE FACULTY AND ATTENDEE DATA

The Conference Organizer, its affiliates and vendors will not share the registration Information of its conference faculty or attendees (either targeted or registered) with any of its sponsoring organizations.

EXHIBIT LOGISTICS

- All requests (e.g., power source, internet access) will be handled between the exhibitor and the hotel. The costs will be directly charged to the exhibitor
- Exhibit-related shipping arrangements and resulting expenses are the responsibility of the Sponsor
- The Conference Organizer will assign the exhibit location within the expo area

TERMS & CONDITIONS (CONTINUED)

LIABILITY

The Exhibitor agrees to defend, indemnify, and hold harmless the conference venue Hotel, and the Conference Organizer, along with their employees, agents, representatives, and guests, from any third-party claim, cause of action, liability, damage, cost or expense of any kind whatsoever arising out of or relating in any way to the Exhibitor's alleged intentional or negligent conduct during or in connection with its participation in the conference, including the reimbursement of all damages assessed and reasonable attorneys' fees and costs incurred. The Exhibitor agrees to maintain insurance coverage at commercially reasonable levels to cover its obligations under this provision and shall provide proof of insurance to the Conference Organizer upon its request.

INSURANCE FOR EXHIBIT ITEMS

The Exhibitor assumes all risk and financial responsibility for the loss or damage of its personal property during or related in any to the conference. The Exhibitor further acknowledges that it is responsible for insuring its personal property and that the Conference Organizer does not maintain any insurance coverage for that purpose. The Exhibitor forever releases and otherwise waives all claims against the conference venue Hotel and the Conference Organizer, along with their employees, agents, representatives, and guests, arising out of or relating to the loss or damage of the Exhibitor's personal property.

Upon acceptance of your sponsorship, you will receive a confirmation email with additional details on the event. Within 3 months of the conference, you will be notified with the Exhibitor Kit.

SPONSORSHIP AGREEMENT

Upon acceptance of this contract, the undersigned company agrees to the rules and regulations outlined in the above document.

Signature Date

Full Name

Company Name

Address

Address

City State Zip

Phone Number

Fax Number

Email

.....
Conference Point of Contact

Full Name

Title

Phone Number

Email

2022 NCSCG SPONSOR AND EXHIBITOR FORM

SPONSORSHIP SELECTIONS

SPONSORSHIP LEVEL (Check One)

- Platinum – \$85,000.00
 - 2022 GI Symposium
 - 2023 Liver Symposium
- Gold – \$60,000.00
 - 2022 GI Symposium
 - 2023 Liver Symposium
- Silver – \$35,000.00
- Exhibitor – \$5,000.00

ADD-ON OPPORTUNITIES

- Recognition as a sponsor on NCSCG Quarterly Newsletter webpage
- Recognition as a Sponsor on NCSCG website
- Sponsor of the GI Janes dinner post event (Per Symposia)

SPONSORSHIP TOTAL: \$ _____ USD

SPONSORSHIP NOTES:

PAYMENT METHODS

CHECK

Upon submission, you will receive an invoice for your sponsorship. Please follow the instructions below and on your invoice for payment.

PLEASE MAKE CHECKS PAYABLE TO

Northern California Society for Clinical Gastroenterology (NCSCG)

PLEASE INCLUDE IN THE MEMO LINE

NCSCG 2022

MAIL TO

PACE Medical Communications
Attn: NCSCG 2022
135 South State College Blvd., Suite 200
Brea, CA 92821

ACH

Name on Bank Account: _____

Bank Account Number: _____

Bank Routing Number
(Domestic Payment): _____

Bank SWIFT Number
(Foreign Payment): _____

Bank Name: _____

CREDIT CARD

A 3% processing fee will be applied for processing through PayPal. To accept, initial here: _____

Card Type

AMEX VISA MASTERCARD DISCOVER

Card Number _____

Exp. Date _____

CVV _____

Name as it appears on credit card

Billing Address (if different from above)

Signature _____

Once payment has been processed by the Conference Organizers, you will receive an electronic receipt confirming your payment.