



Northern California Society  
for Clinical Gastroenterology

**2024** GI Symposium  
Sponsor and Exhibit  
Prospectus

**June 1-2, 2024**

**Hyatt Regency Monterey Hotel**

**Monterey, CA**

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## NORTHERN CALIFORNIA SOCIETY FOR CLINICAL GASTROENTEROLOGY (NCSCG)

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# ABOUT NCSCG

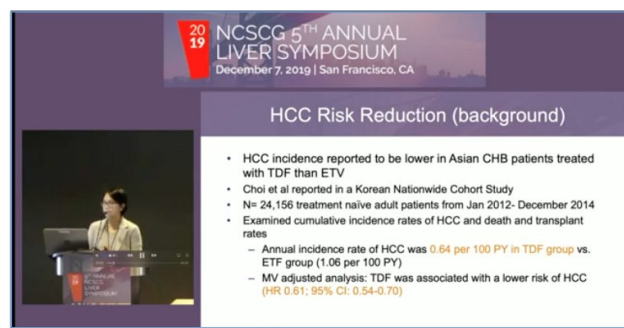
A Professional Society of Gastroenterologists, Hepatologists, and Advanced Practice Providers

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 once 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 while addressing 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 then served on the board that elected the first board members and councilors, including the first president, Dr. Stan Goldberg.

For a group that has been 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

# JANUARY 2024 NCSCG OFFICERS



## IMMEDIATE PAST PRESIDENT

### Suraj Gupta, MD

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



## PRESIDENT

### Robert Wong, MD, MS

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



## VICE PRESIDENT

### Marina Roytman, MD, FACP

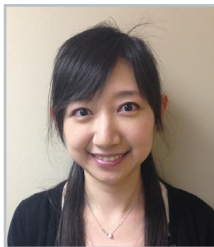
Liver Program Director  
UCSF Fresno Clinical Professor of Medicine  
University of California San Francisco  
San Francisco, CA



## TREASURER

### Bilal Hameed, MD

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



## SECRETARY

### Christina Chou, MD

Gastroenterologist  
Highland Hospital  
Alameda Health System  
Oakland, CA

## BOARD MEMBERS

### Nik Agarwal, MD

Gastroenterologist  
Palo Alto Medical Foundation  
Palo Alto, CA

### Nghiem Ha, MD

Research and Clinical Fellow  
University of California, San Francisco

### Elizabeth Hwang, MD, AGAF

Associate Chief of Gastroenterology, Director of Hepatology and  
Co-Director of Clinic at Santa Clara Valley Medical Center  
San Jose, CA

### Devon Kiker, FNP-C

Nurse Practitioner  
UCSF  
Fresno, CA

### Allison Kwong, MD

Instructor, Medicine  
Gastroenterology & Hepatology  
Stanford University School of Medicine  
Stanford, CA

### Eric Mao, MD

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

### Neil Stollman, MD

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

### Rosa Valadao, MD

Gastroenterologist  
Kaiser Permanente East Bay  
San Francisco, CA

### Kidist K. Yimam, MD

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

# GI SYMPOSIUM, JUNE 1-2, 2024

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 that is of interest to practitioners.

## The NCSCG is pleased to announce our 2024 GI Symposium:

### GI Symposium – June 1-2, 2024 – Hyatt Regency Monterey Hotel in Monterey, CA

The GI Symposium is a symposium for physicians, physician assistants, nurse practitioners, and nurses from community practices. The symposium will deliver a comprehensive educational update on the advances and updates in treating patients with GI diseases. The treatment landscape for GI diseases is changing drastically as new treatment and diagnostic modalities are introduced. These changes have a profound impact on clinicians, and the GI 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.

*“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.**”*

# 2024 GI SYMPOSIUM SPONSORSHIP OPPORTUNITIES

Benefits at the 2024 NCSCG GI Symposium	Platinum \$105,000	Gold \$75,000	Silver \$40,000	Exhibitor \$6,000 <i>(per Symposium Event)</i>
Acknowledgment and recognition as a major sponsor on the NCSCG website, and on Conference PowerPoint materials. Logos displayed on Conference materials and in common areas	✓	✓	✓	✓
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	✓ 12' Table	✓ 6' Table	✓ 6' Table	✓ 6' Table
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, <a href="http://www.norcalgastro.org">www.norcalgastro.org</a>	✓	✓		
Recognition with Logo Placement on NCSCG Conference Bag	✓			
One (1) Industry-Sponsored Event*, including Q&A, at the 2024 GI 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>			
Access opportunity to attend and give a 15-minute presentation to the NCSCG Board virtually before the symposium	✓			
<b>Opportunity to host an Industry Forum</b> One (1) 30-minute roundtable discussion with three (3) to five (5) faculty. This session can be used to discuss anything related to your company.		✓		

Benefits Throughout 2024	Platinum \$105,000	Gold \$75,000	Silver \$40,000	Exhibitor \$6,000 <i>(per Symposium Event)</i>
Throughout 2024, acknowledgment and recognition as a corporate sponsor on the NCSCG website	✓	✓	✓	

Other Add-On Sponsorship Opportunities
Recognition as a sponsor of the NCSCG Newsletter webpage. Your corporate logo or product link to your web site will be posted on the NCSCG eNewsletter webpage every 6 months: <b>\$5,000</b>
Recognition as a WiFi Sponsor at the NCSCG Conference: <b>\$10,000</b> <i>Open To: Platinum Levels only, First Come, First Served</i> <i>Sponsor may select the password.</i>
Recognition as a WiFi Sponsor at the NCSCG Conference: <b>\$10,000</b> <i>Open To: Platinum Levels only, First Come, First Served</i> <i>Sponsor may select the password.</i>

\*2-3 opportunities available at the GI Symposium. Platinum sponsors shall receive priority time slot selection rights. All related costs (honorarium, speaker travel, etc.) are the responsibility of the sponsoring company. Industry-Sponsored Events offered on a first-come, first-served basis.

# 2024 SPONSORSHIP AND EXHIBITION OPPORTUNITIES

The NCSCG offers sponsorship and exhibition opportunities at the GI Symposium. 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](http://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 2024 GI Symposium in compliance with the PhRMA Code on Interactions with health care professionals ([www.phrma.org](http://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 GI 2024

135 South State College Blvd., Suite 200

Brea, CA 92821

(714) 869-2989

[sponsorships@taggrp.com](mailto: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 is 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 has been 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 its 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.





# 2024 NCSCG GI SPONSOR AND EXHIBITOR FORM

## SPONSORSHIP SELECTIONS

### SPONSORSHIP LEVEL (Check One)

- Platinum – \$105,000.00
- Gold – \$75,000.00
- Silver – \$40,000.00
- Exhibitor – \$6,000.00

### ADD-ON OPPORTUNITIES

Recognition as a sponsor on the NCSCG Newsletter webpage every 6 months – \$5,000.00

WiFi Sponsorship Opportunity – \$10,000.00

**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 GI 2024

### MAIL TO

PACE Medical Communications  
Attn: NCSCG GI 2024  
135 South State College Blvd., Suite 200  
Brea, CA 92821

### ACH or WIRE

Please email [accounting@pacemedcom.com](mailto:accounting@pacemedcom.com) to request Tactical Advantage Group banking information for ACH or wire payments.

### 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.*