

SOUTHERN CALIFORNIA SOCIETY
OF GASTROENTEROLOGY (SCSG)

2019 SPONSOR & EXHIBIT PROSPECTUS



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ABOUT

THE SOUTHERN CALIFORNIA SOCIETY OF GASTROENTEROLOGY (SCSG)

In the latter part of 1949, a group of Southern California physicians interested in gastroenterology felt that there was a need for the formation of a local society focused on this specialty. At that time, there were four national groups devoted to gastroenterology: The American Gastroenterological Association, The American Gastroscopic Society, The American College of Gastroenterology, and The A.M.A. Section in Gastroenterology and Proctology. Since these organizations often held their annual meetings in an Eastern or Midwestern city, it was often difficult for physicians from California to attend these meetings regularly. The founding physicians hoped that a locally organized gastroenterological society would be able to induce the foremost investigators in this field from all over the nation to meet in Southern California and enable the western gastroenterologists to keep abreast of current discoveries and developments in their chosen field. It was also their hope that the establishment of such a society would provide a means of communication between various institutions and investigators located in Southern California. Finally, the establishment of the SCSG would create an opportunity for younger physicians interested in the field of gastroenterology to participate in programs and activities sponsored by the society.

On January 25, 1950, William C. Boeck, MD; Grant H. Lanphere, MD; Max P. Lipman, MD; Rudolf Schindler, MD; and Harold L. Thompson, MD met at the home of Dr. Boeck to discuss the organization of such a society. Dr. Boeck was chosen as temporary Chairman, and Dr. Lanphere as Secretary Pro-Tem. Subsequent meetings throughout 1950 resulted in the formation of the Southern California Society of Gastroenterology (SCSG).

The first formal meeting of the SCSG was held on July 26, 1950, at the headquarters of the Los Angeles County Medical Association, with 34 physicians in attendance. Since then, membership has steadily grown and now numbers almost 300 members. One of the traditional strengths of the SCSG has been the active participation of a number of disciplines with special interest in gastrointestinal diseases, including surgeons, pathologists, radiologists, basic scientists, as well as gastroenterologists. Another tradition of the SCSG has been the strong representation from the faculties of the medical schools and institutions of Southern California. The SCSG has also been enhanced by the regular participation of fellows and residents from the various training programs in the area.

An enumeration of the scientific and academic accomplishments of the membership of the SCSG would be to write a "Who's Who" in gastroenterology today. These men and women have created one of the finest training centers in gastroenterology located in Southern California. Physicians and healthcare professionals now come from all over the country and abroad to be trained in Southern California. The SCSG has indirectly helped with this outstanding progress.

The changing approach to medicine and education over the years has been reflected in the changing format of the SCSG. The annual SCSG Post-DDW and Post-AALSD meetings have become well-established, premiere, GI-focused conferences in the western United States. The success of the SCSG lies in its willingness to change and the active participation of its membership. Further innovations will undoubtedly occur as the SCSG approaches its sixth decade.

2019 SCSG OFFICERS

PRESIDENT

Jeffrey A. Kahn, MD

Associate Professor of Clinical Medicine
USC Keck School of Medicine
Los Angeles, CA

VICE PRESIDENT

Kevin Ghassemi, MD

Associate Director of Clinical Programs
UCLA Center for Esophageal Disorders
Ronald Reagan UCLA Medical Center
Santa Monica, CA

TREASURER

Raman Muthusamy, MD

Director, Interventional Endoscopy and General GI Endoscopy
David Geffen School of Medicine at UCLA
Ronald Reagan UCLA Medical Center
Santa Monica, CA

2019 SYMPOSIA DIRECTORS

2019 POST-DDW SYMPOSIUM CO-CHAIRS

Eric Esrailian, MD, MPH

Lincy Foundation Chair,
Clinical Gastroenterology
Co-Chief, Digestive Diseases/Gastroenterology
Associate Clinical Professor,
Department of Medicine
David Geffen School of Medicine at UCLA
Los Angeles, CA

Laith H. Jamil, MD, FASGE, FACG

Associate Director, Interventional Endoscopy
Advanced Endoscopy Fellowship
Program Director
Cedars-Sinai Medical Center
Associate Clinical Professor
David Geffen School of Medicine at UCLA
Los Angeles, CA

Jeffrey A. Kahn, MD

Assistant Professor, Clinical Medicine
University of Southern California
Keck School of Medicine
Los Angeles, CA

2019 POST-AASLD SYMPOSIUM CO-CHAIRS

John Donovan, MD

Assistant Professor, Clinical Medicine
University of Southern California
Keck School of Medicine
Los Angeles, CA

Steven-Huy Han, MD

Professor of Medicine and Surgery
Director, Hepatology Clinical Research Center
Assistant Director, UCLA Asian Liver Center
David Geffen School of Medicine at UCLA
Los Angeles, CA

Paul Pockros, MD

Director, Liver Disease Center Scripps Clinic
Director of Clinical Research,
Scripps Translational Science Institute
La Jolla, California

2019 SCSG SYMPOSIA

The objective of the SCSG is to provide comprehensive educational updates highlighting data and information from the major annual US conferences in gastroenterology and liver disease to its members and west-coast health care providers. The SCSG hosts two annual two day symposia, which include the SCSG Post-DDW Symposium and the SCSG Post-AASLD Symposium. These symposia bring together over 40 faculty experts and over 450 attendees.



For these symposia, the SCSG assembles world-class faculty who are responsible for data presentations, panel discussions, and interactive, small-group, parallel sessions. The faculty is led by the program co-chairs, which include Drs. John Donovan, Eric Esrailian, Steven-Huy Han, Laith H. Jamil, Jeffrey A. Kahn, and Paul Pockros. Additional 2019 faculty members will include leading experts from Southern California academic medical centers as well as visiting professors from across the U.S. Cutting-edge updates and lively interactions with the audience make the SCSG meetings a unique opportunity to ask leaders in the field how they diagnose and treat complex disease states.

In addition to offering live meetings, SCSG posts all recorded lectures on our website and are available for viewing at www.socalgastro.org. Additionally, all slides presented are available for download.



2019 SCSG SYMPOSIA

2019 SCSG SYMPOSIA DATES

Post-DDW Symposium

June 22-23, 2019

Dana Point, CA

Post-AASLD Symposium

December 7-8, 2019

Laguna Beach, CA

The 2019 Symposia will feature two two-day educational conferences designed to meet the educational needs of all healthcare professionals who treat and manage patients with chronic liver and gastrointestinal conditions. These meetings will deliver a comprehensive educational update highlighting the most clinically relevant advances in gastroenterology and hepatology.

More than 450 healthcare professionals attend the symposia, which are held in June and in December. A majority of attendees at the symposia series are from the greater West Coast area and consist of physicians, physician assistants, nurse practitioners, and nurses from community practices.

The 2019 SCSG Symposia will be co-chaired by the course directors, who will assist in developing the meeting agendas and determining faculty for each symposium. Each symposium will follow a similar format and will consist of 16-18 faculty members per meeting. The topics covered during the 2019 series will have a strong focus on hepatitis C, cirrhosis and its complications, inflammatory bowel disease, functional GI, endoscopy related topics, and upper GI disorders, as these fields are rapidly evolving and new data is continuously presented and published. In addition to these topics, the course directors and the steering committee will define additional areas of high interest for community gastroenterologists and hepatologists.

Faculty for each meeting will consist primarily of experts who practice in the region and will also include a number of global experts. The structure of the meeting will consist of plenary lectures, panel discussions, and case-based discussions.

EDUCATIONAL OFFERINGS AT THE POST-DDW SYMPOSIUM

The SCSG is pleased to offer a variety of educational offerings to multiple disciplines during the Post-DDW Symposium.

NETWORKING RECEPTION

June 22, 2019

Following the conclusion of the first day of the SCSG Post-DDW Symposium, the SCSG will host a networking reception for all attendees, faculty, board members, and sponsors to meet and engage in an informal exchange of ideas with key opinion leaders over refreshments. This reception is an excellent opportunity for enhanced sponsor recognition and exhibit opportunities.

5TH ANNUAL SCSG NURSE COURSE

June 22, 2019

Our Nurse Course will be held at the annual SCSG Post-DDW Symposium and is designed to provide education to practicing nursing professionals who are involved in the management of gastrointestinal (GI) disorders. The course will highlight the most recent advances in the management of gastrointestinal disease as presented at the 2019 Digestive Disease Week Congress. Faculty presenters will assist in the development of educational content. These experts will explain the new keys to pathogenesis, clinical manifestations, diagnostic procedures and therapeutic approaches in order to help obtain the greatest benefits, the lowest rate of unwanted effects, and the best quality of life for GI patients.

2019 SPONSORSHIP AND EXHIBIT OPPORTUNITIES

The 2019 SCSG Symposia Series offers different levels of sponsorship to support the needs of the over 450 healthcare professionals who will attend the two annual SCSG Symposia. All of these sponsorships are designed to enhance the quality of education available to attendees at the SCSG symposia while providing your organization with opportunities for exposure and recognition.

The SCSG has chosen to provide general support opportunities for the 2019 Symposia Series in compliance with the PhRMA Code on Interactions with Healthcare Professionals (www.phrma.org).

IMPORTANT DEADLINES

Initial Agreement: Supporters expressing interest must commit in writing by completing the Sponsorship/ Exhibit 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 60 days from the date of the signed Letter of Agreement. Please include a copy of the invoice and/or purchase order with payment.

REMIT PAYMENT TO

Southern California Society of Gastroenterology
C/O PACE Medical Communications
Attn: SCSG 2019
1400 N. Harbor Blvd., Suite 625
Fullerton, CA 92835

2019 SYMPOSIA SPONSORSHIP OPPORTUNITIES

2019 PLATINUM SPONSOR PACKAGE \$100,000

This package is designed for companies and organizations interested in supporting SCSG on an annual basis. As a leading sponsor, your company will be listed as a main contributor to the SCSG.

BENEFITS INCLUDE

- Opportunity to host a medical forum with SCSG council members
 - SCSG announcement distributed via e-mail and social media communicating your company's sponsorship to the full membership and other SCSG followers
 - Invitation for (8) eight company representatives to attend the Society's annual Post-DDW Symposium and Post-AASLD Symposium conferences at no additional cost
 - 12' exhibit space with highly visible space (either one 12' display or two 6' displays if multiple products)
 - Recognition as a conference Wi-Fi sponsor
 - Logo placement on conference bags
 - Additional recognition at networking reception
 - Distribution of (1) one sponsored email to symposia attendees
 - Recognition on the supporters page of the SCSG website
 - Display of your company logo and a link to your website on the home page of the SCSG website, www.socalgastro.org
 - (4) Four society memberships
 - (1) One 8.5 x 11" promotional product insert in conference bags
 - (1) One branded banner ad and (1) one push notification on the conference app
 - (1) One company product theater during a Platinum-level time slot (lunch) at **either** the Post-DDW **or** Post-AASLD Symposia*
 - Opportunity to host a breakfast product theater at a 25% (\$5,000) discount.
 - Cost for breakfast product theater would be an additional \$15,000.
- * Sponsor will select the symposium; Product theater to be offered on a "first come, first-served" basis
- * **All product theater related costs including speaker travel and honorarium are the responsibility of the sponsoring company**

2019 SYMPOSIA SPONSORSHIP OPPORTUNITIES

(CONT'D)

GOLD: \$50,000

Includes at Post-DDW Symposium **and** Post-AASLD Symposium:

- 12' exhibit space with a premium location (either one 12' display or two 6' displays if multiple products)
- (2) Two invitations to a faculty dinner
- (8) Eight conference registrations
- Enhanced recognition as a Gold Sponsor on the SCSG website, www.socalgastro.org, program materials and all signage
- (1) One 8.5 x 11" promotional product insert in conference bags
- Additional recognition at networking reception
- (1) One branded banner ad on the conference app

At **one of the two** SCSG Symposia

- (1) One company product theater at the Gold-level time slot (breakfast or dinner). *

** Sponsor will select the symposium; Product theater to be offered on a "first come, first-served" basis*

*** All product theater related costs including speaker travel and honorarium are the responsibility of the sponsoring company**

SILVER: \$27,000

Includes at Post-DDW Symposium **and** Post-AASLD Symposium:

- 6' exhibit space with a Silver-level location
- (2) Two invitations to a faculty dinner
- (6) Six conference registrations
- Enhanced recognition as a Silver Sponsor on SCSG website, www.socalgastro.org, program materials and all signage
- (1) One 8.5 x 11" promotional product insert in conference bags
- (1) One branded banner ad on the conference app

EXHIBIT BOOTH: \$5,500 PER SYMPOSIUM; \$3,500 PER DAY/SYMPOSIUM

Includes:

- 6' exhibit space
- (4) Four conference registrations
- Recognition as an Exhibitor on SCSG website, www.socalgastro.org, and all program materials for the given conference

2019 SYMPOSIA SPONSORSHIP OPPORTUNITIES

(CONT'D)

EVENING RECEPTION: \$10,000

Includes:

- 6' exhibit space
- Sponsor's corporate logo will be used on signage throughout the reception
- Recognition as a Sponsor on SCSG website, www.socalgastro.org, and all program materials for the given conference

REFRESHMENT BREAK: \$4,000 PER SYMPOSIUM*

Includes:

- Sponsor's corporate logo will be used on signage throughout the break
- Recognition as a Sponsor on the SCSG website, www.socalgastro.org, and all program materials for the given conference

** 3 opportunities per symposium; first come, first-served basis; open to exhibitors only*

PRODUCT THEATER: \$20,000

Includes:

- (2) Two conference registrations at the sponsored SCSG conference
- Program registration table at symposium
- 8.5 x 11" program announcement/invitation distributed to attendees in conference bags
- Lecture during breakfast, lunch or evening during the conference*
- Recognition as a Sponsor on SCSG website, www.socalgastro.org, and all program materials for the given conference

1-2 opportunities per symposium; first come, first-served basis; open to exhibitors only

Platinum and Gold sponsors shall receive priority time slot selection rights.

*** All product theater related costs including speaker travel and honorarium are the responsibility of the sponsoring company.**

CONFERENCE BAGS: \$3,500 PER SYMPOSIUM

- Sponsor's corporate logo will be used on the conference bags, which will hold all conference materials and be distributed to all attendees.

TO FURTHER DISCUSS CONFERENCE SUPPORT OPPORTUNITIES, PLEASE CONTACT:

PACE Medical Communications, Sponsorship Development
1400 N. Harbor Blvd. Suite 625
Fullerton, CA 92835
714-626-0113
scsg@pacemedcom.com

2019 SCSG SPONSOR AND EXHIBIT FORM

MAKE CHECKS PAYABLE TO
Southern California Society of Gastroenterology
(SCSG)

MAIL CHECKS TO
PACE Medical Communications
Attn: SCSG 2019
1400 N. Harbor Blvd., Suite 625
Fullerton, CA 92835