

A photograph of the Golden Gate Bridge in San Francisco, California, taken from a low angle on the left side of the bridge. The bridge's iconic orange-red towers and suspension cables are prominent. The bridge spans across a body of water, with the ocean visible in the foreground and background. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The text is overlaid on the right side of the image.

NORTHERN CALIFORNIA SOCIETY
FOR CLINICAL GASTROENTEROLOGY (NCSCG)

2020 SPONSOR AND EXHIBIT PROSPECTUS

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NORTHERN CALIFORNIA SOCIETY FOR CLINICAL GASTROENTEROLOGY (NCSCG)

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ABOUT

THE NORTHERN CALIFORNIA SOCIETY FOR CLINICAL GASTROENTEROLOGY (NCSCG)

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, local societies began to form, formally and informally. There was the Western Gut Club, which 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. There was also the Southern California Society of Gastroenterology and Endoscopy; its name highlighting 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 often at 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.

It was these and other physicians who wanted 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, among others, who were instrumental in organizing and supporting the society. They helped set up and serve on the board that elected the first board members and councilors, including the first president, Dr. Stan Goldberg.

For a group in existence for 30 years, it should not be surprising that the NCSCG is an organization rich in tradition. Yet it may be surprising that this tradition exists only in an informal manner. Unlike many long-standing organizations, there is no formal written history of the NCSCG and few public opportunities to share stories of this organization. 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 30-year history is essential for ensuring that the NCSCG keeps to its founding principles in years to come.



2020 NCSCG OFFICERS

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Clinical Assistant Professor of Medicine
Division of Gastroenterology and Hepatology
Stanford University School of Medicine
Stanford, CA

VICE PRESIDENT

Edward W. Holt, MD

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

TREASURER

Suraj Gupta, MD

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

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

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University of California, San Francisco
San Francisco, 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

2020 NCSCG SYMPOSIA SERIES

2020 NCSCG
SYMPOSIA DATES

GI Symposium
May 30-31, 2020
Monterey, CA

Liver Symposium
December 2020 (Specific Date TBD)
San Francisco, CA

The Northern California Society for Clinical Gastroenterology (NCSCG) 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 2020 schedule of events.

GI Symposium – May 2020

The 2020 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 DDW 2020. 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 2020 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 – December 2020

The 2020 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 direct acting antiviral regimens 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 will serve as the speakers. Over 90 health care professionals 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.**"*

2020 SPONSORSHIP AND EXHIBIT OPPORTUNITIES

The NCSCG offers sponsorship and exhibit opportunities at the GI and Liver Symposia. A variety of sponsorships are available. Recognition will be given to each sponsor in the conference program book(s), 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 2020 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/ 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
Northern California Society for
Clinical Gastroenterology
C/O PACE Medical Communications
Attn: NCSCG 2020
1400 N. Harbor Blvd. Suite 625
Fullerton, CA 92835

2020 SYMPOSIA SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR PACKAGE

\$50,000

- Recognition with Logo Placement on NCSCG Conference Website, www.norcalgastro.org
- Recognition with Logo Placement on NCSCG Conference Meeting Booklet
- Recognition with Logo Placement on NCSCG Opening Remarks PowerPoints + Verbal Recognition
- Recognition with Logo Placement on Printed Poster Boards
- Advertisement Opportunity with (1) one Banner Advertisement on Conference Mobile App
- Advertisement Opportunity with three (3) 8.5 x 11 Promotional Product Bag Inserts in the Attendee Conference Bag
- Five (5) Complimentary Conference Registrations to the Conference and Networking Events
- One (1) Premier Exhibit Booth for 1 day with priority placement
- Recognition as Corporate Sponsor with Logo Display on NCSCG Sponsorship Page on website www.norcalgastro.org (12 months)
- 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
- Three (3) Advertisement Opportunities with a Quarterly eNewsletter Banner Advertisement. eNewsletter is Disseminated to Entire NCSCG database
- Recognition as Wifi Sponsor in NCSCG Conference Meeting Booklet
- Recognition with Logo Placement on NCSCG Conference Bag
- Recognition as Wifi Sponsor in NCSCG Conference Meeting Booklet
- One (1) Push Notification on the Conference Mobile App
- One (1) Product Theater During Lunch. Prioritization of Time Slots Based on Sponsor Level (Platinum). Speaker costs to be Covered Directly by Sponsor
- Access Opportunity to attend and give a 15-minute presentation to the NCSCG Board at their annual meeting

GOLD SPONSOR PACKAGE

\$30,000

- Recognition with Logo Placement on NCSCG Conference Website, www.norcalgastro.org
- Recognition with Logo Placement on NCSCG Conference Meeting Booklet
- Recognition with Logo Placement on NCSCG Opening Remarks PowerPoints + Verbal Recognition
- Recognition with Logo Placement on Printed Poster Boards
- Advertisement Opportunity with (1) one Banner Advertisement on Conference Mobile App
- Advertisement Opportunity with two (2) 8.5 x 11 Promotional Product Bag Inserts in the Attendee Conference Bag
- Three (3) Complimentary Conference Registrations to the Conference and Networking Events
- One (1) Premier Exhibit Booth for 1 day with priority placement
- Recognition as Corporate Sponsor with Logo Display on NCSCG Sponsorship Page on website www.norcalgastro.org (12 months)
- NCSCG announcement distributed via email and social media communicating your company's message to the full membership and other NCSCG followers
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- One (1) Advertisement Opportunity with a Quarterly eNewsletter Banner Advertisement. eNewsletter is Disseminated to Entire NCSCG database

SILVER SPONSOR PACKAGE

\$15,000

- Recognition with Logo Placement on NCSCG Conference Website, www.norcalgastro.org
- Recognition with Logo Placement on NCSCG Conference Meeting Booklet
- Recognition with Logo Placement on NCSCG Opening Remarks PowerPoints + Verbal Recognition
- Recognition with Logo Placement on Printed Poster Boards
- Advertisement Opportunity with (1) one Banner Advertisement on Conference Mobile App
- Advertisement Opportunity with one (1) 8.5 x 11 Promotional Product Bag Inserts in the Attendee Conference Bag
- Two (2) Complimentary Conference Registrations to the Conference and Networking Events
- One (1) Premier Exhibit Booth for 1 day with priority placement
- Recognition as Corporate Sponsor with Logo Display on NCSCG Sponsorship Page on website www.norcalgastro.org (12 months)

2020 SYMPOSIA SPONSORSHIP OPPORTUNITIES (CONT'D)

PRODUCT THEATER: \$20,000 per symposium

Includes:

- Program registration table at symposium
 - (1) One 8.5 x 11" program announcement/invitation distributed to attendees in conference bags
 - Lecture during breakfast, lunch, or evening during the conference*
 - Distribution of (1) one sponsored email to symposium attendees
 - Recognition as a sponsor on NCSCG website, www.norcalgastro.org, and all program materials for the given conference
- * 2-3 opportunities available at each GI and Liver Symposia; Platinum sponsors shall receive priority time slot selection rights; Product Theaters 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

EXHIBIT BOOTH: \$4,500 for the two-day GI Symposium \$3,500 for the Liver Symposium

- 6' exhibit space
- (1) One complimentary conference registrations
- Recognition as a sponsor in symposium program book, on all symposium signage, and on the NCSCG website

TO FURTHER DISCUSS CONFERENCE SUPPORT OPPORTUNITIES, PLEASE CONTACT:

PACE Medical Communications,
Sponsorship Development
1400 N. Harbor Blvd. Suite 625
Fullerton, CA 92835
(714) 869-2989
ncscg@pacemedcom.com

2020 NCSCG SPONSOR AND EXHIBIT WEBFORM

To secure your sponsorship,
you must [click here](#) to complete
the online form and agreement

MAKE CHECKS PAYABLE TO

Northern California Society for Clinical Gastroenterology
(NCSCG)

MAIL CHECKS TO

PACE Medical Communications
Attn: NCSCG 2020
1400 N. Harbor Blvd. Suite 625
Fullerton, CA 92835