

Northern California Society  
for Clinical Gastroenterology

2016

# SPONSOR AND EXHIBIT PROSPECTUS





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## ABOUT NORTHERN CALIFORNIA SOCIETY FOR CLINICAL GASTROENTEROLOGY (NCSCG)

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The Northern California Society for Clinical Gastroenterology was organized in the mid 1970's, originally as an informal journal club. It was organized 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.

At this time local societies began to form, formally and informally. There was the Western Gut Club, possibly the predecessor of the NCSCG, in which clinical gastroenterologists from Northern and Southern California would meet once a year in Monterey to discuss common academic and clinical interests. There was 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. Then there was the informal journal club, consisting of 10-12 members who would meet periodically at individuals' 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.

These and other physicians wanted to formalize these informal meetings, and desired to create a local gastroenterology society that incorporated both gastroenterology and endoscopy and addressed the academic and clinical interests of practicing gastroenterologists of Northern California. The idea of such a society was discussed with local prominent academics, including Dr. Rudi Schmid and Marvin Sleisenger, among others, who were instrumental in organizing and supporting the society. They helped to 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 to everyone here that this tradition exists only in an informal way. Unlike many long-standing organizations, there is no formal written history of NCSCG and few public opportunities to share stories of this organization. I am sure that 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 shaped this organization over its 30 year history is essential for ensuring that the NCSCG keeps to its founding principles for the next 30 years.

## 2016 NCSCG OFFICERS

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### PRESIDENT

#### **Jennifer Guy, MD**

Director, Liver Cancer Program  
California Pacific Medical Center  
San Francisco, CA

### VICE PRESIDENT

#### **Craig Munroe, MD**

Co-Director, Therapeutic Endoscopy  
Kaiser Permanente  
San Francisco, CA

### TREASURER

#### **Aparajita Singh, MD, MPH**

Assistant Clinical Professor, Gastroenterology  
University of California, San Francisco  
San Francisco, CA

### SECRETARY

#### **Erick Chan, MD**

Chief, Gastroenterology Department  
Palo Alto Medical Foundation  
Palo Alto, CA

## NCSCG 2016 Meeting Series

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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, 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.

NCSCG is pleased to announce our 2016 schedule of events.

### Post-DDW Symposium – June 11, 2016

The 2016 Post-DDW Symposium is a one-day meeting for physicians, physician assistants, nurse practitioners, and nurses from community practices. The meeting will deliver a comprehensive educational update highlighting the most clinically relevant advances in gastroenterology and hepatology as presented at DDW 2016. 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 2016 Post-DDW Symposium a unique opportunity to ask leaders in the field how they diagnose and treat complex disease states. Over 80 healthcare professionals attend the meeting, which will be held in San Francisco.

### Post-AASLD Symposium – December 10, 2016

The 2016 Post-AASLD Symposium is a one-day meeting for physicians, physician assistants, nurse practitioners, and nurses from community practices. The meeting 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 Post-AASLD Symposium will serve as the event for healthcare professionals in the region to get the latest information. NCSCG will assemble a group of expert faculty who will develop the educational content for this course and will serve as the speakers. Over 50 healthcare professionals attend this meeting.

## 2016 SPONSORSHIP/EXHIBIT OPPORTUNITIES

NCSCG offers sponsorship and exhibit opportunities at the Post-DDW and Post-AASLD Symposia. A variety of levels of sponsorship are available, as well as individual items for sponsorship. 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](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.

NCSCG has chosen to provide general support opportunities for the 2016 Post-DDW and Post-AASLD Symposia in compliance with the PhRMA Code on Interactions with healthcare professionals ([www.phrma.org](http://www.phrma.org)).

### Important Deadlines

#### INITIAL AGREEMENT

Supporters showing interest must commit in writing by completing the Support Opportunities page at the end of this prospectus. Upon receipt of the completed form, the Letter of Agreement will be processed. All signed agreements are final.

#### 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:

#### **FOCUS MEDICAL COMMUNICATIONS**

Attn: NCSCG 2016  
1400 N. Harbor Blvd., Suite 625  
Fullerton, CA 92835

### 2016 POST-DDW SYMPOSIUM

June 11, 2016  
San Francisco, CA

### 2016 POST-AASLD SYMPOSIUM

December 10, 2016  
San Francisco, CA

## 2016 SPONSORSHIP OPPORTUNITIES

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### GOLD: \$15,000

#### Includes:

- 6' exhibit space at the Post-DDW and Post-AASLD Symposia
- 3 complimentary conference registrations at Post-DDW and Post-AASLD Symposia
- Recognition as a Gold Sponsor in meeting program book(s) and on all meeting signage
- Opportunity to distribute 1-page flyer to Post-DDW and Post-AASLD attendees
- Recognition during the general session
- Link to your company's website posted on the NCSCG website
- Invitation to attend one NCSCG Board meeting and one educational dinner meeting

### SILVER: \$10,000

#### Includes:

- 6' exhibit space at the Post-DDW and Post-AASLD Symposia
- 2 complimentary conference registrations at Post-DDW and Post-AASLD Symposia
- Recognition as a Silver Sponsor in meeting program book(s) and on all meeting signage
- Recognition during the general session
- Link to your company's website posted on the NCSCG website

### BRONZE: \$7,500

#### Includes:

- 6' exhibit space at the Post-DDW and Post-AASLD Symposia
- 1 complimentary conference registration at Post-DDW and Post-AASLD Symposia
- Recognition as a Bronze Sponsor in meeting program book(s) and on all meeting signage
- Link to your company's website posted on the NCSCG website

### LUNCH SPONSOR: \$5,000

#### Includes:

- 6' exhibit space
- 2 complimentary conference registrations
- Sponsor's corporate logo will be used on signage throughout the lunch
- Recognition as a sponsor in meeting program book(s) and on all meeting signage
- Link to your company's website posted on the NCSCG website

*One opportunity available at each Post-DDW and Post-AASLD Symposia; first come, first-served basis*

## 2016 SPONSORSHIP OPPORTUNITIES (cont'd)

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### REFRESHMENT BREAK: \$3,000

#### Includes:

- Sponsor's corporate logo will be used on signage throughout the break
- 1 complimentary conference registration
- Recognition as a sponsor in meeting program book(s) and on all meeting signage
- Link to your company's website posted on the NCSCG website

*Two opportunities available at each Post-DDW and Post-AASLD Symposia; first come, first-served basis*

### EXHIBIT BOOTH: \$2,500 per symposia

#### Includes:

- 6' exhibit space
- 1 complimentary conference registration
- Recognition as an exhibitor in the meeting's program book(s), on all meeting signage, and on the NCSCG website

To discuss conference support  
opportunities further, please contact:

**ANNE MICHAELS**

Director, Account Services  
Focus Medical Communications

504-208-0122

[amichaels@focusmeded.com](mailto:amichaels@focusmeded.com)



## NCSCG 2016 SPONSOR/EXHIBIT FORM

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Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

☐ **Gold - \$15,000**

☐ **Silver - \$10,000**

☐ **Bronze - \$7,500**

☐ **Lunch - \$5,000**

☐ **Refreshment Break - \$3,000**

Circle symposium:    Post-DDW    |    Post-AASLD

Circle Break:        Saturday AM    |    Saturday PM

☐ **Exhibit - \$2,500**

Circle symposium:    Post-DDW    |    Post-AASLD

### **Make checks payable to:**

NORTHERN CALIFORNIA SOCIETY FOR  
CLINICAL GASTROENTEROLOGY (NCSCG)

### **Mail checks to:**

1400 N. HARBOR BLVD., SUITE 625  
FULLERTON, CA 92835