

NCSCG 2021 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, 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 over 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.



2019

NCSCG 5TH ANNUAL LIVER SYMPOSIUM

December 7, 2019 | San Francisco, CA

HCC Risk Reduction (background)

- HCC incidence reported to be lower in Asian CHB patients treated with TDF than ETV
- Choi et al reported in a Korean Nationwide Cohort Study
- N= 24,156 treatment naïve adult patients from Jan 2012- December 2014
- Examined cumulative incidence rates of HCC and death and transplant rates
 - Annual incidence rate of HCC was 0.64 per 100 PY in TDF group vs. ETF group (1.06 per 100 PY)
 - MV adjusted analysis: TDF was associated with a lower risk of HCC (HR 0.61; 95% CI: 0.54-0.70)

2021 NCSCG OFFICERS



PRESIDENT

Edward W. Holt, MD

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



VICE PRESIDENT

Suraj Gupta, MD

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



TREASURER

Robert Wong, MD, MS

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

SECRETARY

To be Named in January 2021

BOARD MEMBERS

Nik Agarwal, MD

Gastroenterologist
Palo Alto Medical Foundation
Palo Alto, CA

Bilal Hameed, MD

Associate Professor of Medicine
Program Director,
Transplant Hepatology Fellowship Program
University of California, San Francisco
San Francisco, CA

Eric Mao, MD

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

Radhika Kumari, MD

Professor of Medicine
Stanford University
San Francisco, CA

Marina Roytman, MD, FACP

Liver Program Director, UCSF Fresno
Clinical Professor of Medicine
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

[Click Here](#) for More Information

2021 NCSCG SYMPOSIA SERIES OFFERED IN-PERSON AND ONLINE

2021 NCSCG SYMPOSIADATES	GI Symposium June 26-27, 2021 Monterey, CA	Liver Symposium January 2022 (Specific Date TBD) San Francisco, CA
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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, 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 2021 schedule of events.

GI Symposium – June 26-27, 2021

The 2021 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 2021 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 2022

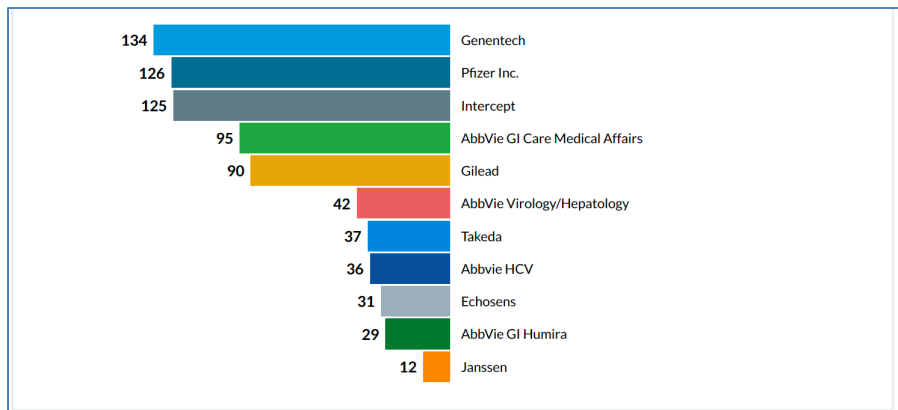
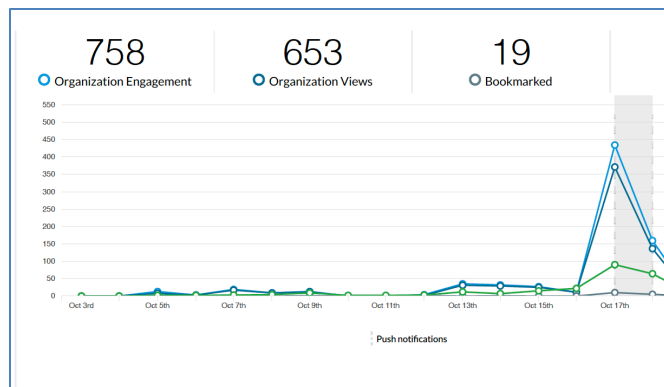
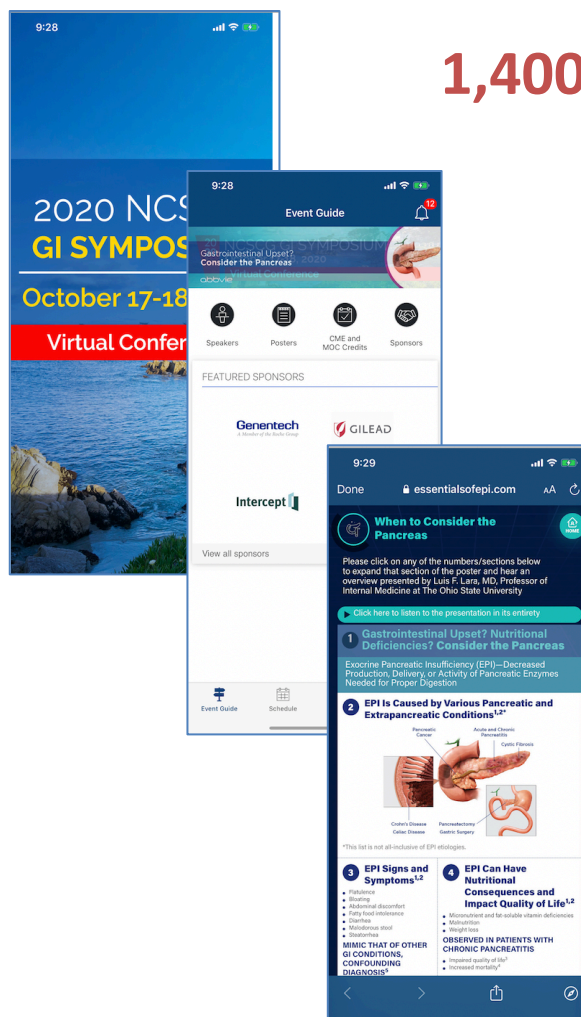
The Liver Symposium is a one-day symposium for physicians, physician assistants, nurse practitioners, and nurses from community practices. The symposium will deliver a comprehensive educational update on advances and updates in treating patients with chronic liver disease. The treatment landscape for 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 will serve as the speakers. Over 90 health care professionals attend this symposium.

Attendee Comments on Previous Programs

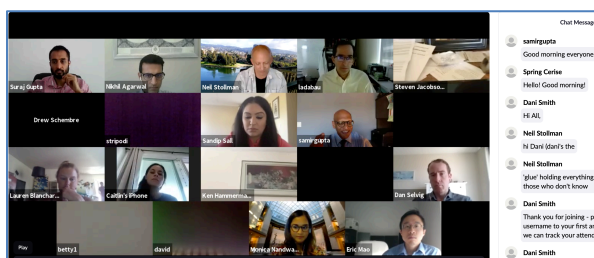
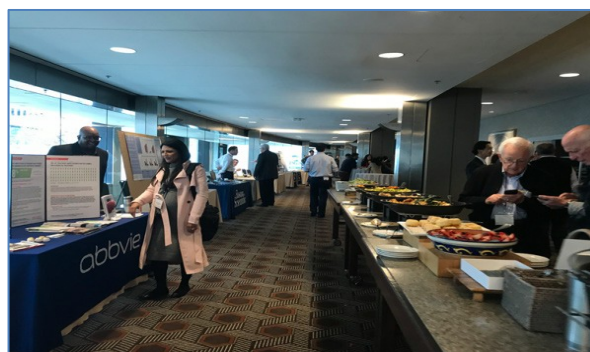
<i>"Overall reinforced my knowledge on significant, new information."</i>
<i>"Everything was great: great venue, great audiovisuals, pertinent information."</i>
<i>"The speakers, topics are wonderful. One of the best regional programs for GI physicians."</i>
<i>"Wide range of topics and very knowledgeable speakers."</i>

OPTIMIZE YOUR REACH IN 2021: NCSCG HYBRID APPROACH

1,400 Participants in 2020!



2021 Hybrid Approach: In-Person + Virtual



2021 SYMPOSIA SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR PACKAGE

\$75,000

- 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 2 days 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
- Recognition as a sponsor of the NCSCG Quarterly eNewsletter web page. Your corporate logo or product link to your website will be posted on the NCSCG eNewsletter web page throughout 2021.
- 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 Saturday Lunch. 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

\$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 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 2 days 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
- Recognition as a sponsor of the NCSCG Quarterly eNewsletter web page. Your corporate logo or product link to your website will be posted on the NCSCG eNewsletter web page throughout 2021.
- One (1) Product Theater During Saturday or Sunday Breakfast. Speaker costs to be Covered Directly by Sponsor

SILVER 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 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 2 days with priority placement
- Recognition as Corporate Sponsor with Logo Display on NCSCG Sponsorship Page on website www.norcalgastro.org (12 months)
- One Online Product Theater during 2021. Speaker costs to be Covered Directly by Sponsor

2021 VALUE ADDED ONLINE BENEFITS

PLATINUM SPONSOR PACKAGE (Continued)

\$75,000

- One (1) Premier Exhibit Booth in the [NCSCG Virtual Exhibit Hall](#)
- One (1) Livestream of Your Product Theater During Saturday Lunch. Speaker costs to be Covered Directly by Sponsor. Additional livestream charge may apply.
- Access Opportunity to attend and give a 15-minute presentation to the NCSCG Board at an online meeting

GOLD SPONSOR PACKAGE (Continued)

\$50,000

- One (1) Premier Exhibit Booth in the [NCSCG Virtual Exhibit Hall](#)
- One (1) Livestream of Your Product Theater During Saturday or Sunday Breakfast. Speaker costs to be Covered Directly by Sponsor. Additional livestream charge may apply.
- Access Opportunity to attend and give a 15-minute presentation to the NCSCG Board at an online meeting

SILVER SPONSOR PACKAGE (Continued)

\$30,000

- One (1) Premier Exhibit Booth in the [NCSCG Virtual Exhibit Hall](#)
- Access Opportunity to attend and give a 15-minute presentation to the NCSCG Board at an online meeting

2021 A LA CARTE SPONSORSHIP OPPORTUNITIES

In-Person and Live Stream

PRODUCT THEATER: \$35,000 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

* Additional Live-Stream Charges May Apply

In-Person and Online

EXHIBIT BOOTH:

\$4,500 GI Symposium (two-day conference)

\$4,500 for the Liver Symposium

- 6' exhibit space
- (1) One complimentary conference registration
- Recognition as a sponsor in symposium program book, on all symposium signage, and on the NCSCG website
- Includes [NCSCG Virtual Exhibit](#)

**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

2021 SPONSORSHIP INSTRUCTIONS

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 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 2021 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 2021
1400 N. Harbor Blvd. Suite 625
Fullerton, CA 92835

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 2021
1400 N. Harbor Blvd. Suite 625
Fullerton, CA 92835