

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 second tower visible in the distance. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The water is a deep blue with some whitecaps.

NORTHERN CALIFORNIA SOCIETY
FOR CLINICAL GASTROENTEROLOGY (NCSCG)

2019 SPONSOR AND EXHIBIT PROSPECTUS

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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.

2019 NCSCG OFFICERS

PRESIDENT

Erick Chan, MD

Palo Alto Medical Foundation
Palo Alto, CA

VICE PRESIDENT

Radhika Kumari, MD

Clinical Assistant Professor of Medicine
Stanford University
Palo Alto, CA

TREASURER

Edward W. Holt, MD

California Pacific Medical Center
San Francisco, CA

SECRETARY

Suraj Gupta, MD

Kaiser Permanente San Rafael Medical Center
San Rafael, CA

BOARD MEMBER

Eric Mao, MD

UC Davis
Davis, CA

2019 NCSCG SYMPOSIA SERIES

2019 NCSCG SYMPOSIA DATES

Post-DDW Symposium

July 13, 2019
San Francisco, CA

Post-AASLD Symposium

December 14, 2019
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 2019 schedule of events.

Post-DDW Symposium – July 13, 2019

The 2019 Post-DDW 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 highlighting the most clinically relevant advances in gastroenterology and hepatology as presented at DDW 2019. 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 2019 Post-DDW Symposium a unique opportunity to ask leaders in the field how they diagnose and treat complex disease states. Over 150 health care professionals attend the symposium which will be held in San Francisco.

Post-AASLD Symposium – December 14, 2019

The 2019 Post-AASLD 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 Post-AASLD 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.

2019 SPONSORSHIP AND EXHIBIT OPPORTUNITIES

The NCSCG offers sponsorship and exhibit opportunities at the Post-DDW and Post-AASLD 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 2019 Post-DDW and Post-AASLD 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 2019
1400 N. Harbor Blvd., Suite 625
Fullerton, CA 92835

2019 SYMPOSIA SPONSORSHIP OPPORTUNITIES

Platinum: \$35,000

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

BENEFITS INCLUDE:

- Opportunity to host a medical forum with NCSCG council members
 - NCSCG announcement distributed via e-mail and social media communicating your company's sponsorship to the full membership and other NCSCG followers
 - Invitation for (5) five 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)
 - Branded sponsorship of the conference WiFi
 - Logo placement on conference bags
 - (1) One branded banner ad and (1) one push notification on the conference app
 - Distribution of (1) one sponsored email to symposia attendees
 - Recognition on the supporters page of the NCSCG website
 - Display of your company logo and a link to your website on the home page of the NCSCG website, www.norcalgastro.org
 - (2) Two 8.5 x 11" promotional product inserts in conference bags
 - (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 second product theater at a 25% (\$2,500) discount.
 - Cost for second product theater would be an additional \$7,500
- * 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: \$20,000

Includes:

- 6' exhibit space at the Post-DDW and Post-AASLD Symposia
- (3) Three complimentary conference registrations at Post-DDW and Post-AASLD Symposia
- Recognition as a Gold Sponsor in symposia program book(s) and on all symposia signage
- Recognition during General Session
- Link to your company's website posted on the NCSCG website
- Invitation to attend one NCSCG board meeting
- Distribution of (1) one sponsored email to symposia attendees
- (2) Two 8.5 x 11" promotional product inserts in conference bags
- Logo placement on conference bags
- (1) One branded banner ad and (1) one push notification on the conference app

SILVER: \$10,000

Includes:

- 6' exhibit space at the Post-DDW and Post-AASLD Symposia
- (2) Two complimentary conference registrations at Post-DDW and Post-AASLD Symposia
- Recognition as a Silver Sponsor in symposia program book(s) and on all symposia signage
- Recognition during General Session
- Link to your company's website posted on the NCSCG website
- Logo placement on conference bags
- (1) One branded banner ad and (1) one push notification on the conference app

PRODUCT THEATER: \$10,000 per symposium

- 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*
- 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 Post-DDW and Post-AASLD 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

2019 SYMPOSIA SPONSORSHIP OPPORTUNITIES

(CONT'D)

LUNCH SPONSOR: \$5,500 per symposium

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

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

REFRESHMENT BREAK: \$3,500 per symposium

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

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

EXHIBIT BOOTH: \$3,500 per symposium

- 6' exhibit space
- (1) One complimentary conference registration
- Recognition as an exhibitor 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) 626-0113
ncscg@pacemedcom.com

2019 NCSCG SPONSOR AND EXHIBIT FORM

MAKE CHECKS PAYABLE TO
Northern California Society for Clinical Gastroenterology
(NCSCG)

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