New York Society for Gastrointestinal Endoscopy

Exhibit and Sponsorship Prospectus
45th Annual New York Course

ENDOSCOPY 2021: BACK TO THE FUTURE

December 16-17, 2021

Doris C. Barnie GI Nurses and Associates Course
December 16-17, 2021

Annual New York GI Fellows Endoscopy Course
December 15, 2021

Exhibit Move In
Wednesday, December 15, 2021
1:00 pm – 8:00 pm

Exhibit Hours
Thursday, December 16, 2021
7:30 am – 6:00 pm
Friday, December 17, 2021
7:30 am – 4:00 pm

Exhibit Move Out
Friday, December 17, 2021
5:00 pm – 8:00 pm

45th Annual New York Course Directors
Petros C. Benias, MD
David A. Greenwald, MD
Adam J. Goodman, MD, Corporate Relations

SriHari Mahadev, MD, MS
Sonal Kumar, MD, MPH

Live Endoscopy Directors
Gregory B. Haber, MD
Sammy Ho, MD

Doris C. Barnie GI Nurses and Associates Course Directors
Barbara Zuccala, RN, MSN, CGRN
Nancy S. Schlossberg, RN, CGRN

Annual New York GI Fellows Endoscopy Course Directors
Sherif Andrawes, MD
Lauren G. Khanna, MD, MS

Join us at the New York Marriott Marquis Hotel • 1535 Broadway New York, NY 10036

This activity is jointly provided by the Albert Einstein College of Medicine-Montefiore Medical Center and the New York Society for Gastrointestinal Endoscopy
WELCOME to the 45th Annual New York Course, a premier GI conference held at the New York Marriott Marquis at the height of the winter holiday season. NYSGE members and attendees from across the country are looking forward to returning to Times Square for this year’s in-person event. In addition to the Annual New York Course, the conference includes the Doris C. Barnie GI Nurses and Associates Course, and the Annual New York GI Fellows Endoscopy Course.

With an expected attendance of about 700 gastroenterologists, gastrointestinal endoscopists, surgeons, GI fellows, and GI nurses and associates, the 45th Annual New York Course is among the three largest endoscopy conferences in the United States.

Featuring a faculty of more than 70 distinguished educators and clinicians, the meeting includes:

✔ Educational Lectures, Case Presentations, and Discussions
✔ Five sessions of Live Endoscopy transmitted from NYU Langone Health
✔ GI Prime Time: smaller, focused back-to-basics sessions exploring approaches to common GI problems through demonstration and discussion
✔ Integrated Course for GI Nurses and Associates
✔ GI Fellows Poster Session
✔ Annual New York GI Fellows Endoscopy Course
✔ Device, Drug, Product, and Service Exhibits

Annual New York Course Topics

<table>
<thead>
<tr>
<th>Surveillance and Detection of Barrett's Esophagus</th>
<th>Gastric Dysplasia and Early Gastric Cancer</th>
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<tr>
<td>Managing Barrett's Dysplasia</td>
<td>GERD and Anti-Reflux Therapies</td>
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<tr>
<td>Eosinophilic Esophagitis</td>
<td>Tackling GERD after POEM</td>
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<tr>
<td>Gastric Intestinal Metaplasia</td>
<td>Therapies for Gastropareis</td>
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Hereditary Colon Cancer Syndromes

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<tr>
<th>Advances in Polyp Detection and Classification</th>
<th>What's New in GI Bleeding</th>
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<tbody>
<tr>
<td>Strategizing Complex Polypectomy</td>
<td>Beyond Banding: Managing Varices</td>
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<tr>
<td>ASGE President's Lecture: Top Ten Tips for Colonoscopy</td>
<td>Managing Endoscopic Complications</td>
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<td>Perioperative Management of Antithrombotics</td>
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Palliation of Malignant Biliary Obstruction

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<tr>
<th>Not Alcohol? Not Gallstones?</th>
<th>Endoscopic Frontiers in Hepatology</th>
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<tr>
<td>Pancreatitis NOS</td>
<td>The Skinny on Nonalcoholic Fatty Liver Disease</td>
</tr>
<tr>
<td>Endoscopic Ablation of Pancreatic Lesions</td>
<td>Metabolic Endoscopy: Beyond Weight Loss</td>
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Management of Luminal Strictures

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<tr>
<th>Detection and Management of Dysplasia in IBD</th>
<th>The Impact of COVID-19 on Training, Endoscopic Volume, and Colorectal Cancer Screening</th>
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<tr>
<td>What's New in Celiac Disease?</td>
<td>WEO President’s Lecture</td>
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<td>NYSGE President's Lecture: The Artistry of Experts</td>
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Doris C. Barnie GI Nurses and Associates Course Topics

Ethics in Endoscopy

<table>
<thead>
<tr>
<th>Management of Common Complications in General GI Practice</th>
<th>H. Pylori, Intestinal Metaplasia and Gastric Cancer</th>
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<tr>
<td>Conventional and Alternate Therapies for Functional GI Disorders</td>
<td>Characteristics and Rising Incidence of Pancreatic Cancer</td>
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<tr>
<td>Management of Clostridioides difficile</td>
<td>ERCP, PSC and Cholangiocarcinoma</td>
</tr>
<tr>
<td>Update on the Endoscopic Management of Reflux</td>
<td>Pancreatitis and Post-Procedure Management: Nurses Role</td>
</tr>
<tr>
<td>Characteristics and Rising Incidence of Colorectal Cancers</td>
<td>Diagnostic and Interventional Endoscopic Ultrasound</td>
</tr>
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Nursing Course participants may create custom learning experiences by choosing from nursing-specific content, live endoscopy cases, or lectures from the general program.

This activity has been submitted to Montana Nurses Association for approval to award contact hours. Montana Nurses Association is accredited with distinction as an approver of nursing continuing professional development by the American Nurses Credentialing Center’s Commission on Accreditation.
Exhibit and Support Opportunities

Exhibit Booths
Reach your marketing goals and showcase your company’s devices, drugs, products, or services at the 45th Annual New York Course exhibition. Present the latest product innovations as you interact in person with established and potential customers.

The Exhibit Booth is the foundation for all commercial support opportunities at the 45th Annual New York Course. Any company wishing to have representatives attend the educational program or rent the registrant mailing lists, must purchase an exhibit booth.

A tiered support structure provides add-on opportunities for companies wishing to enhance their level of visibility and engagement.

Levels of Support
All Exhibit Hall Booths include 5 Exhibits Only Badges per 8’ x 10’ space, Listing in Program Book, 8’ high back wall drape and 3’ high side rail drape in show colors, two chairs, wastebasket, and 7” x 44” Booth Identification Sign. The Exhibit Hall has existing carpeting.

Silver Supporter $5,500
✔ Exhibit Hall Booth

Gold Supporter $7,500
✔ Annual New York GI Fellows Endoscopy Course Supporter (includes 2 Fellows Course Registrations and 2 Fellows Course Reception Passes)
✔ Exhibit Hall Booth

Gold Plus Supporter $9,000
✔ Company Display Table throughout the Annual New York GI Fellows Endoscopy Course
✔ Annual New York GI Fellows Endoscopy Course Supporter (includes 2 Fellows Course Registrations and 2 Fellows Course Reception Passes)
✔ Exhibit Hall Booth

Platinum Supporter $20,000
✔ Choose from a la Carte, Upgrades, and Sponsored Programs to create a Sponsorship specific to your marketing goals

Platinum Premier Supporter $30,000
✔ Choose from a la Carte, Upgrades, and Sponsored Programs to create a Sponsorship specific to your marketing goals

Diamond Supporter $40,000
✔ Choose from a la Carte, Upgrades, and Sponsored Programs to create a Sponsorship specific to your marketing goals

Diamond Premier Supporter ≥ $50,000
✔ Choose from a la Carte, Upgrades, and Sponsored Programs to create a Sponsorship specific to your marketing goals

à la Carte and Custom Upgrades
Contact us to explore the possibilities and define your unique sponsorship

✔ Upgrade from a Single to a Double Booth for $4,500 additional
✔ Add Full-Access Annual New York Course Registrations (non-transferable)
✔ Add NYSGE Website Advertising
✔ Add Registrant Mailing List Rental

Sponsored Programs
Take advantage of these high-value opportunities to promote products, deliver educational information, or conduct product demonstrations

Physician Lunch Programs
Lunches may be co-sponsored by multiple companies

✔ 50-minute lunch program for physicians, held in primary meeting room
✔ 50-minute lunch program for physicians, held in concurrent meeting room

GI Prime Time Programs – New!
Each GI Prime Time program may be co-sponsored by up to two companies

✔ 75-minute practical sessions designed to explore approaches to common GI problems through demonstration and discussion of back-to-basics or advanced endoscopic techniques
✔ Limited to 4 concurrent programs on Thursday from 5:45 pm to 7:00 pm
✔ NYSGE provides pre-program refreshments for all GI Prime Time program attendees

Nursing Lunch Programs and Sessions

✔ 50-minute lunch program for nurses, held in primary nurses meeting room
✔ 45 to 60-minute afternoon program for nurses, held in concurrent nurses meeting room
✔ Preference given to companies providing a contact hour

Annual New York GI Fellows Endoscopy Course
Fellows Course events may be co-sponsored by multiple companies

✔ 45-minute lunch program for GI Fellows and faculty
✔ Post-course Reception for GI Fellows, faculty and supporting companies

NYSGE Website Advertising
Pricing shown is for 4 consecutive weeks. Ads will appear on the home page and throughout various internal pages. Contact us for pricing on timeframes greater than 4 weeks.

$3,000 Top Leaderboard Ad
$1,500 Side Square Ad
$1,000 Footer Leaderboard Ad

Registrant Mailing List Rental
Pricing for One-Time Use

$500 Pre-Registration List
$750 Pre-Registration List and Post-Course List
$500 Post-Course List

Registered exhibitors may use the mailing lists to send advance marketing messages, booth invitations, post-meeting follow-up announcements, or simply to view the list of course registrants. Rental is for one-time use only. The list may not be promulgated, sold, or used for any other purpose than as described.

Complete the online application form at www.nysge.org to apply. Send a sample of the intended mailing piece to info@nysge.org. This may be a draft or artist’s proof. NYSGE reserves the right to approve all intended mailings and to deny any request for any reason.

Please visit our website www.nysge.org for detailed information, terms and conditions.
Invitation to Exhibit
If your company requires a Letter of Invitation to Exhibit, or a form completed in order to participate, please send to info@nysge.org as early as possible.

Space Reservations and Payment
Submit Silver, Gold, and Gold Plus Level support requests online. Please visit our website www.nysge.org for detailed information and instructions.

For Platinum, Platinum Premier, Diamond, and Diamond Premier Level support requests, please contact Exhibit Manager Robin Weidy rweidy@nysge.org or Executive Director Karen Cervenka kcervenka@nysge.org.

Payment in full is required by November 15, 2021. Requests are not confirmed until payment in full is received. Failure to comply may jeopardize your reservation or result in loss of sponsorship benefits.

Silver Level Payment Methods
ACH Transfer, Checks, and Credit Card Payments

All Other Support Level Payment Methods
ACH Transfer or Checks

For ACH Transfer:
Please forward your company’s ACH Transfer setup and instructions form to Executive Director Karen Cervenka kcervenka@nysge.org, if NYSGE is not yet in your company system for this payment method.

Send Checks to:
NYSGE
c/o Digestive HealthWorks, LLC
3300 Woodcreek Drive
Downers Grove, IL 60515

NYSGE Form W-9
NYSGE Form W-9 is available from our website www.nysge.org

Lead Retrieval
A lead retrieval app will be available. Please visit our website www.nysge.org for additional information.

Hotel Information
NYSGE has reserved a block of guest rooms at the New York Marriott Marquis for registrants and exhibitors attending the 45th Annual New York Course. An Early Bird rate of $319 is available through October 15, 2021. From October 16, 2021 - November 22, 2021, the rate is $379 plus 14.75% tax and $3.50 occupancy fee per room per night.

Rooms are limited and the $319 Early Bird rate or the $379 regular rate may sell out before November 22, 2021. Group rates will not be available after this date, but the hotel will do its best to accommodate you at prevailing rates.
ACCME Requirements for Independence of Accredited Programs
The New York Society for Gastrointestinal Endoscopy and exhibiting companies agree to abide by the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support, which include but are not limited to:

- Commercial exhibits or advertisements cannot influence planning, interfere with the presentation, or be a condition of the provision of commercial support for CME activities
- Product promotion material or product specific advertisement of any type is prohibited in or during CME activities; promotional activities must be kept separate from CME activities
- The educational program/CME activity is intended for scientific and educational purposes and will not directly or indirectly promote the company’s products
- No honoraria or reimbursements will be paid directly by a commercial interest to a presenter, planning committee member or author

Cancellation Policy
Cancellation of exhibit space must be made in writing, with refund of 50 percent of cost of contracted space if cancellation request is received in the NYSGE Office by November 15, 2021. Cancellation after this date will result in forfeiture of all fees paid.

Exhibit Space Reservation and Assignment
All exhibit space is assigned at the discretion of the New York Society for Gastrointestinal Endoscopy. Requests for exhibit space are processed in the order received following receipt of payment in full. All applications for exhibit space are subject to acceptance by NYSGE, which reserves the right to determine the eligibility of any exhibit at the Annual Course.

Exhibitor Badges
Exhibitor booth or table representatives as applicable are restricted to owners, executives, or employees of exhibiting companies. Exhibitors are not permitted to have representatives of non-exhibiting companies in their booth or at their table. The number of allowed representatives is limited to five (5) persons per 8’ x 10’ booth per exhibit day. At the discretion of NYSGE, a limited number of additional badges may be purchased at the published rate for the current year.

All exhibitor badge requests must be submitted by November 15, 2021. A per badge late fee will be levied upon each badge request or badge change request submitted after this date, including requests made onsite.

Badges may be picked up from the Registration Desk and are required in all Annual Course locations and at all times during the Annual Course. Exhibitor badges are not valid for entry into meeting rooms where accredited programs are being held. Exhibitor representatives may view a live feed of the main program on a remote monitor located outside the session room.

Annual Course Registration by Vendor and Non-Medical Personnel
Corporate VIPs, executives, medical science liaison officers, technical staff, trainees, and other vendor personnel affiliated with exhibiting companies may purchase a full registration to the Annual Course. Full registration provides admittance to accredited sessions for personal educational and training purposes only. No marketing materials, product literature or any other vestiges of commercialism are permitted in the session rooms and no selling or promotional activities of any kind may occur. Should any such behavior be observed, the registration will be immediately revoked with no refund made.

Restrictions on Use of Space
No Exhibitor shall, without the written consent of NYSGE, assign, sublet or apportion the exhibit space assigned to it to any other Exhibitor or person. Exhibitor must keep exhibit open and staffed at all times during show hours. NYSGE reserves the right to restrict exhibits to a minimum noise level and to suitable methods of operation and display materials. Exhibits, signs and displays are also prohibited in any of the public space or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of the hotel.

Official Services Contractor
The Official Services Contractor will send all participating Exhibitors a link to an online ordering site that contains ordering instructions for all booth accessories and required services. Orders not processed in advance for furniture, carpeting, labor and other requirements must be procured at the Official Services Contractor’s Service Desk in the exhibit hall and are subject to on-site rates. Exhibitors requiring the services of independent contractors must have prior approval of NYSGE and no exceptions will be made that will interfere with the orderly function or security of the exhibition, or with obligations or commitments of NYSGE. Exhibitors using ground or air freight carriers are requested to ship directly to the designated NYSGE Official Services Contractor in ample time prior to the exhibition to allow effective and timely handling of materials.

Order-Taking and Distribution of Materials
Exhibitors will be allowed to accept credit card, check, cash, or purchase order payment for their product and may distribute said product onsite. Distribution of all products sold must be made by the official end of exhibit hours. Exceptions must be approved by NYSGE and the show facility. Long term storage of exhibitor goods at the show facility is prohibited. Exhibitors will be responsible for any state or local taxes that are required.

Floor Plans
All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. NYSGE reserves the right to make such modifications as may be necessary to meet the needs of the Annual Course, the exhibitors, and exhibit program. Exhibits shall be so arranged as not to obstruct the general view nor hide the exhibits of others. Avoid demonstration areas on the aisle line of the display that will result in traffic congestion in the aisle. Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the Exhibitor’s expense. NYSGE reserves the right to have such finishing done, billing the Exhibitor for charges incurred.

Assembly/Dismantle of Exhibits
The Exhibitor expressly agrees to do all installation and dismantling of exhibits during the time specified. No exhibit may be dismantled before the official closing time. It is the responsibility of the Exhibitor to arrange for materials to be delivered to the exhibit hall and to be removed from the exhibit hall by the specified deadlines. Should the Exhibitor fail to remove the exhibit, removal will be arranged by NYSGE at the expense of the Exhibitor. The Exhibitor must surrender rental space in the same condition it was in at commencement of occupation. The Exhibitor or its agents shall not injure or deface the walls, columns, or floors of the exhibit facilities, the booths or the equipment or furniture of the booths. When such damage appears, the Exhibitor shall be liable to the owners of the property so damaged.
Exhibit Labor
All work involved in the erection, dismantling, and repair of all exhibits—when this work is done by persons other than full-time exhibiting company personnel—will fall under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, hanging of signs and/or decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes.

This does not apply to the unpacking and placement of merchandise. Full-time employees of exhibiting companies may set their own pop-up exhibits provided that they are no longer than 10 feet and one person can accomplish the task in less than one-half (1/2) hour without the use of tools.

If the exhibit preparation, installation, or dismantling requires more than one-half (1/2) hour, exhibitors must use personnel supplied by the Official Services Contractor. However, please note that when union labor is required, exhibitors may provide full-time company employees to supervise work with the union crew. Any full-time company personnel involved should be prepared to produce some type of company identification when engaged in these activities.

Freight Handling
All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under union jurisdiction. The union also has the jurisdiction of the unloading, uncrating, unskidding, leveling, and assembly of machinery and equipment, as well as the reverse process.

Full-time employees of exhibiting companies may “hand carry” material provided they do not use material handling equipment and the material can be carried by one person in one trip. When exhibitors do choose to “hand carry” material, they may not be permitted access to the loading dock/freight door areas. The Official Services Contractor will not be responsible for any material that it does not handle.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the “Show Site Work Rules” section of the Service Manual.

Gratuities
Global Experience Specialists, Inc. (GES), which is the Official Services Contractor, employs work rules that prohibit the solicitation or acceptance of tips in cash, product or gifts in kind by any employee (union or non-union). GES employees are paid appropriate wages denoting professional status; therefore, tipping of any kind is not allowed.

Always Honest® Hotline
GES requires the highest standards of integrity from all employees. Please call its confidential Always Honest® hotline at 866-225-8230 to report fraudulent or unethical behavior.

Fire, Safety, Health and Regulations
The Exhibitor agrees to comply with local, city and state laws, ordinances and regulations and the regulations of the owner covering fire, safety, health and all other matters. All exhibit equipment and materials must be fireproofed and reasonably located within the booth. Affidavits attesting to flameproof compliance with Fire Department regulations must be submitted when requested. No combustible materials shall be stored in or around the exhibit booths.

Acceptability of Exhibits
All exhibits shall be to serve the interests of the members of NYSGE and shall be operated in a way that will not detract from other exhibits, the exhibition, or the Annual Course as a whole. Acceptability includes persons, things, conduct, dress, printed matter, or anything of a character which NYSGE determines is objectionable to the exhibition. NYSGE reserves the right to require the immediate withdrawal of any exhibit that is believed to be injurious to the purpose of NYSGE. In the event of such restriction or eviction, NYSGE is not liable for any refund of rental fees or any other exhibit related expense.

Security
NYSGE, at its sole discretion, may provide minimal security personnel during evening hours when the exhibit is closed. Notwithstanding the foregoing, property of Exhibitors shall at all times remain in the sole possession and custody of each Exhibitor and protection of said property shall be the sole responsibility of each Exhibitor.

Services
It is mutually understood and agreed that NYSGE will provide for each exhibit booth the following services as part of the rental agreement: erection of necessary flame-retardant draped backgrounds of uniform style, an identification sign, 6’ draped table (three sides), two chairs, wastebasket, program listing, and general hall cleaning. In addition to all other payments provided in this contract, Exhibitor agrees to pay for the following services at rates approved by NYSGE: handling of incoming and outgoing freight; labor and material to assist in erection, dismantling and maintenance of exhibit; electrical service including outlets; booth cleaning service; telephone service; audiovisual service; furniture/accessories.

Liability
The Exhibitor agrees that neither the New York Society for Gastrointestinal Endoscopy, the New York Marriott Marquis, nor any of their officers, directors, members, agents and employees, shall be held liable for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, directors, agents or employees, resulting from theft, fire, water, accident or any other cause, which was not due to the negligence or willful misconduct of the New York Society for Gastrointestinal Endoscopy or the New York Marriott Marquis, as the case may be.

Governing Law and Jurisdiction
The Exhibitor’s contract shall be construed, interpreted, and governed according to the laws of the State of New York and the parties agree that in any action or proceeding arising under or related to this agreement, they shall be subject to the exclusive jurisdiction of the United States District Court for the Southern District of New York.

Insurance
All property of Exhibitor is to remain under its custody and control in transit to/from or within the confines of the Exhibition Hall. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others. Certificates of Insurance shall be furnished if requested by NYSGE. NYSGE shall not be obligated to carry any insurance for the benefit of the Exhibitor.