

The Spring Course

BEST OF DDW 2021

June 5, 2021 

EXHIBITOR PROSPECTUS



NYSGE is excited to present The Spring Course: Best of DDW 2021 in virtual format this year. The educational presentations will be broadcast live and include panel discussions, polling, audience Q & A and other methods to actively engage participants in the learning experience.

The Spring Course is devoted to a review of the most compelling topics discussed during Digestive Disease Week® 2021. Faculty will present highly important information on new drugs, the etiology and pathophysiology of disease states, the epidemiology of diseases, the medical, surgical and endoscopic treatment of disease, and the social impact of disease states pertaining to gastroenterology, endoscopy, and liver disease.

This course is designed for practicing gastroenterologists, gastrointestinal endoscopists and surgeons, GI fellows, and GI nurses and associates. The average annual attendance is 200 GI physicians, fellows, nurses and technicians.

SPRING COURSE TOPICS

Updates from Digestive Disease Week® 2021

- Esophageal Motility Disorders
- GERD and Barrett's Esophagus
- Functional Bowel Disease
- Non-IBD Small Bowel Disease
- Colon Cancer and Polyps
- Inflammatory Bowel Disease
- GI Bleeding and Other Complications
- Endoscopic Treatment of Obesity
- Biliary Tract Disease
- Pancreatic Disease
- Viral Hepatitis
- Nonalcoholic Fatty Liver Disease and Other Liver Disorders
- Highlights of the 2021 ASGE Video Plenary Session

PRELIMINARY PROGRAM SCHEDULE

8:00 am – 3:15 pm • Saturday, June 5, 2021

Exhibit Hours

7:45 am – 3:15 pm

Agenda

7:45 am – 8:00 am	Exhibits Open for "First Look" <i>Engage with Exhibitors Game Begins</i>
8:00 am – 10:00 am	Educational Sessions
10:00 am – 10:30 am	Break Exhibits Open <i>Engage with Exhibitors Game Continues</i>
10:30 am – 12:30 pm	Educational Sessions
12:30 pm – 1:00 pm	Break Exhibits Open <i>Engage with Exhibitors Game Continues</i>
1:00 pm – 2:30 pm	Educational Sessions
2:30 pm – 2:45 pm	Break Exhibits Open <i>Engage with Exhibitors Game Winners Announced</i>
2:45 pm – 3:15 pm	Educational Sessions
3:15 pm	Course Ends Exhibits Close

THE SPRING COURSE: BEST OF DDW 2021

Course Directors	Nurse Planner
Franklin E. Kasmin, MD	Maria Alma Estrera-Yorke,
Sam Serouya, MD	BSN, MSN, MHA, CGRN, CFER
Julie Yang, MD	

Montefiore

 **EINSTEIN**
Albert Einstein College of Medicine

 **NYSGE**
New York Society
for Gastrointestinal Endoscopy

ENDORSED BY
 American Society for
Gastrointestinal Endoscopy
2021

This activity is jointly provided by the Albert Einstein College of Medicine-Montefiore Medical Center and the New York Society for Gastrointestinal Endoscopy

This activity has been submitted to the Northeast Multi-State Division for approval to award contact hours. The Northeast Multi-State Division is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. Maine, New Hampshire, New York, Rhode Island, and Vermont Nurses Associations are members of the Northeast Multi-State Division of the American Nurses Association.

YOUR VIRTUAL EXHIBIT BOOTH

Within the space of a digital booth, companies can share videos and documents about devices, drugs, products and services; showcase their latest innovations; interact through real-time chat; connect through social media platforms, and offer “show specials” just as in a typical exhibit hall environment.

The Spring Course will employ the same virtual structure used for the 44th Annual New York Course, with new interior environments chosen to reflect the size and feel of The Spring Course. All company assets that were uploaded to the Content Library for the 2020 Annual Course have been saved and may be reused, modified, or refreshed for The Spring Course. Booth-building training is provided for both new and returning exhibitors.

VIRTUAL EXHIBIT BOOTH FEATURES

Company Logo Prominently Displayed

- When entering the Exhibit Hall, attendees scroll through a display of **Exhibitor Booth Logos**
- Each Exhibitor Booth Logo links directly to your **Virtual Exhibit Booth**
- A robust search function displays the assets associated with your booth

Virtual Exhibit Booth

This customizable space showcases your devices, drugs, products or services, and provides options for engaging with attendees.

- Display your Company Logo and Contact Information with links to your Website and Social Media Channels
- Post an unlimited number of company assets such as product information, research data, and other resources for download
- Show a short video about your company or products and welcome attendees to your booth
- Use Group and Individual Chat functions to connect with attendees
- Choose times when staff will be available for Live Chat
- Metrics such as number of booth entries, content views (unique vs. total views) by content item, click actions and chat reports

How We Will Help Drive Traffic to Your Booth

- At least 2 dedicated “Exhibitor Showcase” pre-conference eblasts to registrants and all NYSGE members
- Reminder eblasts to registrants that exhibit booths are open prior to the start of the course
- Postings within the conference platform to “Visit the Exhibits”
- Virtual Exhibits icon with direct link to the Exhibit area is displayed on the course landing page
- Gamification: *Engage with Exhibitors* game to encourage exploring all exhibit booths with reward points for certain activities and multiple prize awards

Recognition of Your Support

- Three exhibit staff receive complimentary full-access course registrations (non-transferable)
- Conference website remains live for 3 months post-course
- Supporter recognition on the NYSGE website for one year
- Exhibits Directory displaying company names and number of years as a Spring Course exhibitor

PRICING AND WHAT'S INCLUDED

- Virtual Exhibit Booth cost is \$1,500 per booth
- Up to six (6) exhibitor staff per Virtual Exhibit Booth
- Three (3) full-access registrations to the educational program
- Listing in program if reservation and payment are received by **April 23, 2021**
- Gamification: *Engage with Exhibitors* Attendee Promotion

APPLICATION AND PAYMENT

- Apply online at www.nysge.org
- Payment in full is required by **April 23, 2021**
- Space is not confirmed until payment in full is received
- Send check payments to:
NYSGE; 3300 Woodcreek Drive; Downers Grove, IL 60515
- Credit card payments may be made through the NYSGE website
- Contact us about setting up payment by ACH transfer

PLEASE NOTE

- NYSGE reserves the right to accept or decline any application
- Cancellations made in writing and received by NYSGE by **April 23, 2021** qualify for a 50 percent refund
- **No refunds after April 23, 2021**



CONFERENCE ADVERTISING

Exhibit Hall Entry Ads

\$250 Rectangular Ad on the display of Exhibitor Booth Logos

Main Lobby

\$500 Jumbotron Ad (Rotating)

Extended Ads

\$750 Large Rectangular Ad (Rotating)
Shows on multiple pages except those with CME content

NYSGE WEBSITE ADVERTISING

Pricing shown is for 4 consecutive weeks on the home page and additional interior pages. Contact us for pricing on timeframes greater than 4 weeks.

\$2,000 Top Leaderboard Ad

\$1,000 Side Square Ad

\$750 Footer Leaderboard Ad

EXHIBITOR PROSPECTUS

INVITATION TO EXHIBIT

If your company requires a Letter of Invitation to Exhibit or completion of a specific form, please send to rweidy@nysge.org as early as possible.

RULES AND REGULATIONS FOR EXHIBITORS

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

Setting Up Your Virtual Booth

Each exhibitor will be contacted by NYSGE staff with detailed instructions for setting up its virtual booth. Basic data such as Company Description and logo are due upon reservation of exhibit space.

Virtual Booth Staffing

Each exhibitor may determine the times when their booth space will be staffed for Live Chat. This schedule should be listed in the Company Description area.

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 **April 23, 2021**. Cancellation after this date will result in forfeiture of all fees paid.

Exhibit Space Reservation

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.

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 course. Full registration provides admittance to accredited sessions for personal educational and training purposes only.

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.

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 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.

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.

CONTACT INFORMATION

Robin Weidy, Exhibit Manager

rweidy@nysge.org | 917-282-7509

New York Society for Gastrointestinal Endoscopy

341A E. 76th St., Suite 324; New York, NY 10021

www.nysge.org | info@nysge.org

646-218-0650 | Fax: 866-381-7288



Visit www.nysge.org for Further Information