



2022
SCSG

SPONSOR AND EXHIBITOR
PROSPECTUS

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ABOUT THE SOUTHERN CALIFORNIA SOCIETY OF GASTROENTEROLOGY (SCSG)

In the latter part of 1949, a group of Southern California physicians interested in gastroenterology felt that there was a need to form a local society focused on this specialty. At that time, there were four national groups devoted to gastroenterology: The American Gastroenterological Association, The American Gastroscopic Society, The American College of Gastroenterology, and The American Medical Association (AMA) Section in Gastroenterology and Proctology. As these organizations often held their annual meetings in Eastern or Midwestern cities, it was difficult for physicians from California to attend these meetings regularly. The founding physicians hoped that a locally organized gastroenterological society would be able to draw the foremost investigators in this field from all over the nation to meet in Southern California, enabling Western gastroenterologists to keep abreast of current discoveries and developments in their chosen field. It was also their hope that the establishment of such a society would provide a means of communication between various institutions and investigators located in Southern California. Finally, the establishment of the SCSG would create an opportunity for younger physicians interested in the field of gastroenterology to participate in programs and activities sponsored by the society.

On January 25, 1950, William C. Boeck, MD; Grant H. Lanphere, MD; Max P. Lipman, MD; Rudolf Schindler, MD; and Harold L. Thompson, MD met at the home of Dr. Boeck to discuss the establishment of such a society. Dr. Boeck was chosen as temporary Chairman and Dr. Lanphere as Secretary Pro-Tem. Subsequent meetings throughout 1950 resulted in the formation of the Southern California Society of Gastroenterology (SCSG).

The first formal meeting of the SCSG was held on July 26, 1950, at the headquarters of the Los Angeles County Medical Association, with 34 physicians in attendance. Since then, membership has steadily grown and now numbers almost 300 members. One of the traditional strengths of the SCSG has been the active participation of practitioners in a number of disciplines with special interest in gastrointestinal diseases, including surgeons, pathologists, radiologists, basic scientists, and gastroenterologists. Another tradition of the SCSG has been the strong representation of the faculties of medical schools and institutions of Southern California in its membership. The SCSG has also been enhanced by the regular participation of fellows and residents from the various training programs in the area.

To enumerate the scientific and academic accomplishments of the SCSG's membership would be to write a "Who's Who" in gastroenterology today. These practitioners have created in Southern California one of the finest training centers in gastroenterology. Physicians and healthcare professionals now come from all over the country and abroad to be trained in Southern California. The SCSG has indirectly contributed to this outstanding progress.

Changes in the approach to medicine and education over the years have been reflected in the changing format of the SCSG. The annual SCSG GI and post-AASLD meetings have become well-established as premiere GI-focused conferences in the Western United States. The success of the SCSG lies in its willingness to change and the active participation of its membership. Further innovations will undoubtedly be made throughout the SCSG's eighth decade.

2022 SOUTHERN CALIFORNIA SOCIETY OF GASTROENTEROLOGY (SCSG) OFFICERS

President

Paul Pockros, MD

Director, Liver Disease Center, Scripps Clinic
Director of Clinical Research, Scripps Translational
Science Institute
La Jolla, CA

Vice President

Marc Edelstein, MD

Chief of Staff,
Cedars-Sinai Medical Center Los Angeles, CA
Beverly Hills Gastroenterology Beverly Hills,
CA

Treasurer

Nipaporn Pichetshote, MD

Assistant Medical Director, GI Motility
Cedars-Sinai Medical Center
Los Angeles, CA

Secretary

Steven-Huy Han, MD

Professor of Medicine and Surgery
Program Director, Advanced Transplant Hepatology Fellowship
David Geffen School of Medicine at UCLA
Los Angeles, CA

2022 L.A. LIVE COURSE DIRECTORS

Raman Muthusamy, MD, MAS

Director, Interventional Endoscopy and
General GI Endoscopy,
David Geffen School of Medicine at UCLA
Ronald Reagan UCLA Medical Center
Santa Monica, CA

Kenneth Chang, MD, FACG, FASGE

Professor and Chief, Division of
Gastroenterology & Hepatology,
Department of Medicine, UCI School of Medicine
Executive Director, UCI Health Digestive
Health Institute
Endowed Chair, Gastrointestinal Endoscopic Oncology
Orange, CA

Thomas Savides, MD

Founder and Director, EUS Program
Professor of Medicine, UC San Diego
School of Medicine
Chief Experience Officer
UC San Diego Health
La Jolla, CA

Jacques Van Dam, MD

Director, USC Digestive Health Center
Professor of Medicine, Keck School
of Medicine at USC
Keck Hospital of USC
USC Norris Cancer Hospital
Los Angeles, CA

Simon Lo, MD

Director, Pancreatic and Biliary Diseases Program
F. Widjaja Family Chair in Digestive Diseases
Director, Gastrointestinal Endoscopy
Cedars-Sinai Medical Center

2022 SYMPOSIA DIRECTORS

2022 GI SYMPOSIA CO-CHAIRS

Gareth Dulai, MD

Assistant Professor, Clinical Medicine
Ronald Reagan UCLA Medical Center
Kaiser Permanente
Downey, CA

Eric Esrailian, MD, MPH

Chief, Vatche & Tamar Manoukian
Division of Digestive Diseases
Director, Melvin & Bren Simon
Digestive Diseases Center
Lincy Foundation Chair, Clinical Gastroenterology
David Geffen School of Medicine at UCLA
Los Angeles, CA

Vinay Sundaram, MD

Director, Hepatology Outcomes Research Assistant
Medical Director, Liver Transplantation
Cedars-Sinai Medical Center
Los Angeles, CA

2022 LIVER SYMPOSIUM CO-CHAIRS

Jeffrey A. Kahn, MD

Associate Professor of Clinical Medicine
Keck School of Medicine of USC
Medical Director, Liver Transplant Program
Los Angeles, CA

Steven-Huy Han, MD

Professor of Medicine and Surgery
Program Director,
Advanced Transplant Hepatology Fellowship
David Geffen School of Medicine at UCLA
Los Angeles, CA

Paul Pockros, MD

Director, Liver Disease Center Scripps Clinic
Director of Clinical Research
Scripps Translational Science Institute
La Jolla, CA



2022 SOUTHERN CALIFORNIA SOCIETY OF GASTROENTEROLOGY (SCSG) SYMPOSIA

The SCSG's objective is to provide comprehensive educational updates, highlighting data and information from the major annual US conferences in gastroenterology and liver disease to its members and West Coast healthcare providers. The SCSG hosts two annual symposia, which include: the SCSG GI symposium, a three-day meeting held in June, and the SCSG liver symposium, a two-day meeting held in December. These symposia bring together over 40 faculty experts and over 450 healthcare providers from the greater West Coast area and consist of physicians, gastroenterologists and hepatologists, physician assistants, nurse practitioners, and nurses from community practices.

The 2022 SCSG Symposia will be co-chaired by the Course Directors, who assist in developing meeting agendas and determining the faculty for each symposium. The SCSG Co-Chairs assemble a world-class faculty who are responsible for data presentations, panel discussions, and interactive small-group parallel sessions. The faculty Co-Chairs include Drs. Gareth Dulai, Eric Esrailian, Vinay Sundaram, Steven-Huy Han, Jeffrey A. Kahn and Paul Pockros. Additional 2022 faculty members will include leading experts from Southern California academic medical centers, as well as visiting professors from across the US. Cutting-edge updates and lively interactions with the audience make SCSG meetings unique opportunities to ask leaders in the field how they diagnose and treat complex disease states.

In addition to offering live meetings, SCSG posts all recorded lectures on its website; they are available for viewing at www.socalgastro.org to extend our reach to HCPs who are unable to attend the symposia. Additionally, all slides presented are available for download on the SCSG website.

2022 SOUTHERN CALIFORNIA SOCIETY OF GASTROENTEROLOGY (SCSG) GI CONFERENCE

The 2022 GI Conference will be held June 10 – 12, 2022, and will feature a three-day educational program designed to meet the educational needs of all healthcare professionals who treat and manage patients with GI disorders and chronic liver disease. The GI conference places primary emphasis on GI conditions and will deliver comprehensive education on inflammatory bowel disease, functional GI, endoscopy practice through live case presentations, endoscopy related topics and upper GI disorders, as these fields are rapidly evolving and new data are continuously presented and published. The first day of the GI Conference will introduce the L.A. LIVE course, which is designed to improve endoscopy practice through live case presentations from leading centers in Southern California. This year, **Cedars Sinai and UCSF** will be livestreamed cases, including hands-on demonstrations and interactive educational lectures delivered by leading experts. The proposed topics for the **L.A. LIVE Course** will include live procedures on a pancreatic cyst, FNA/FNB of a pancreatic tumor, pancreatic stone drainage, liver biopsy, haptoral pressure gradient, management of gastric varices, spyglass in the biliary tree, biliary stone, biliary obstruction, and gallbladder drainage. The intended audience of L.A. LIVE are practicing gastroenterologists, Endoscopists, Surgeons, GI Fellows, Nurse Practitioners, Physician Assistants, and GI Nurses and Associates.

2022 SOUTHERN CALIFORNIA SOCIETY OF GASTROENTEROLOGY (SCSG) LIVER CONFERENCE

The 2022 Liver Conference will be held December 17 – 18, 2022, and will feature a two-day educational program designed to meet the educational needs of all healthcare professionals who treat and manage patients with gastroenterology conditions, with primary emphasis on chronic liver disease conditions. The meeting will deliver comprehensive education strongly focused on hepatitis C, and cirrhosis and its complications. In addition to these topics, the course directors and the steering committee will define additional areas of high interest for community hepatologists and gastroenterologists.



EDUCATIONAL OFFERINGS AT THE GI SYMPOSIUM

The SCSG is pleased to offer a variety of educational offerings in multiple disciplines during the GI Symposium.

PROPOSED AGENDA

L.A. LIVE! – FRIDAY, JUNE 10, 2022

This year's proposed topics for the LA LIVE course are on Pancreatobiliary. The agenda will be divided into three sessions:

Session 1 Theme: Pancreas

Session 2 Theme: Endo-Hepatology

Session 3 Theme: Biliary

NETWORKING RECEPTION – FRIDAY, JUNE 10, 2022

Following the conclusion of the first day of the SCSG GI Symposium, the SCSG will host a networking reception for all attendees, faculty, board members, and sponsors to allow them to meet and engage in an informal exchange of ideas with key opinion leaders over refreshments. This reception will be an excellent opportunity for enhanced sponsor recognition and exhibit opportunities.

7TH ANNUAL SCSG NURSE COURSE – SATURDAY, JUNE 11, 2022

Our Nurse Course will be held at the annual SCSG GI Symposium and is designed to provide education to practicing nursing professionals involved in the management of GI disorders. The course will highlight the most recent advances in the management of gastrointestinal disease, as presented at the 2022 Digestive Disease Week Congress. Faculty presenters will assist in the development of educational content. These experts will explain the new keys to pathogenesis, clinical manifestations, diagnostic procedures and therapeutic approaches in order to help obtain the greatest benefits lowest rate of unwanted effects, and the best quality of life for GI patients.



2022 SPONSORSHIP AND EXHIBIT OPPORTUNITIES

The 2022 SCSG Symposia Series offers different levels of sponsorship to support the needs of attending healthcare professionals. All levels of sponsorship are designed to enhance the quality of education available to attendees at the SCSG symposia while providing your organization with opportunities for exposure and recognition.

The SCSG has chosen to provide general support opportunities for the 2022 Symposia Series in compliance with the PhRMA Code on Interactions with Healthcare Professionals (www.phrma.org).

IMPORTANT DEADLINES

INITIAL AGREEMENT:

Supporters expressing 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.

PAYMENT:

Invoices are generated upon receipt of the fully executed Letter of Agreement, with payment due immediately. Please include a copy of the invoice and/or purchase order with payment.

REMIT PAYMENT TO:

Southern California Society of Gastroenterology
C/O PACE Medical Communications
Attn: SCSG 2022
135 S State College Blvd., Suite 200
Brea, CA 92821

2022 SYMPOSIA SPONSORSHIP OPPORTUNITIES

2022 SCSG Symposia Dates

GI Symposium

Friday, June 10 - Sunday, June 12, 2022
The Ritz-Carlton
Laguna Niguel, CA

Liver Symposium

Saturday, December 17 - Sunday, December 18 2022
The Ritz-Carlton
Laguna Niguel, CA

Benefits at the 2022 SCSG Conference	Diamond \$105,000	Gold \$60,000	Silver \$30,000	Exhibitor \$5,750 (per symposium event)
Acknowledgment and recognition as a major sponsor during Conference's opening remarks, on the SCSG website, and on Conference Powerpoint materials. Verbal Recognition and Website. Logos will be displayed on conference materials and in the common areas	✓	✓	✓	✓
Advertisement opportunity with one (1) Banner Advertisement on Virtual Conference Page	✓	✓	✓	
Promotional product bag inserts in the Conference bag, max size 8.5" x 11"	✓ Three (3) Inserts	✓ Two (2) Inserts	✓ One (1) Insert	
Complimentary Conference Registrations	✓ Five (5) Registrations	✓ Three (3) Registrations	✓ Two (2) Registrations	✓ One (1) Registration
One (1) Premier Exhibit Space for 2 Days with priority placement	✓ 12' Table	✓ 6' Table	✓ 6' Table	✓ 6' Table
One (1) Premier Virtual Exhibit Space in the SCSG Virtual Exhibit Hall	✓	✓	✓	
SCSG announcement distributed via email and social media communicating your company's message to the full membership of SCSG followers	✓	✓		
Recognition as a sponsor of SCSG Webcasts on Website Landing Page	✓	✓		
Recognition as a WiFi Sponsor in SCSG Conference Meeting Booklet	✓			
Recognition with Logo Placement on SCSG Conference Bag	✓			
One (1) Industry-Sponsored Event <i>• Speaker costs are the responsibility of the Sponsoring Company. Available time slots as indicated. Additional livestream charge may apply, where applicable.</i>	✓ Saturday during lunch. Includes livestream of your event.	✓ Friday lunch, Saturday or Sunday during breakfast. Includes livestream of your event.		
One (1) Push Notification on the Virtual Conference Page	✓			
Access Opportunity to attend and give a 15-minute presentation to the SCSG Board at their annual meeting.	✓	✓	✓	

Benefits Throughout 2022	Diamond \$105,000	Gold \$60,000	Silver \$30,000	Exhibitor \$5,750 (per symposium event)
Throughout 2022, acknowledgment and recognition as Corporate sponsor on the SCSG website (12 months)	✓	✓	✓	
Recognition as a sponsor of SCSG Quarterly Newsletter web page. Your corporate logo or product link to your web site will be posted on the SCSG eNewsletter web page throughout 2022	✓	✓		

2022 SYMPOSIA SPONSORSHIP OPPORTUNITIES

**LIVE CONFERENCE & VIRTUAL CONFERENCE EXHIBIT BOOTH:
\$5,750; \$3,675 PER DAY**

· 3 DAYS (Includes LA Live)

GI AND LIVER SYMPOSIUM ADDITIONAL OPPORTUNITIES

- Evening Reception – \$10,000
- Industry-Sponsored Event – \$35,000
- Conference Bag Sponsorship – \$3,500
- Bag Drop Insert – \$3,000
- Branded Banner Ad – \$2,500
- Push Notification – \$2,500

To further discuss conference support opportunities, please contact:

PACE Medical Communications, Sponsorships
135 S State College Blvd., Suite 200
Brea, CA 92821
(323) 314-1427
Sponsorships@taggrp.com

TERMS AND CONDITIONS

CONFERENCE ORGANIZER

For the purpose of this document, Pace Medical Communications and Tactical Advantage Group will be referred to as the Conference Organizer.

REPORTABLE EXPENSES

The Conference Organizer attests that Sponsorship funds will not be used to purchase meals, snacks or beverages for any conference or event attendee.

The Conference Organizer also attests that Sponsorship funds will not be used toward faculty honoraria for the duration of this Conference.

PAYMENT TERMS

Confirmation of your sponsorship/exhibit space is contingent upon receiving full payment prior to the scheduled event date. Payment instructions will be provided in a confirmation email upon submission of this form. Payment due in full upon signing.

CANCELLATION POLICY

A refund, less a handling fee of 10%, will be given for cancellations received in writing within 3 business days after the Sponsorship/Exhibitor's Agreement is completed. After this date, no refunds will be granted unless the conference is cancelled altogether.

If the conference is postponed and rescheduled within one year of the originally scheduled date, no refunds will be granted. However, the sponsorship/exhibitor fee shall be applied to the rescheduled conference.

Should the conference be cancelled and does not take place within one year of the originally scheduled date, a full refund shall be granted.

FAILURE TO OCCUPY EXHIBIT HALL SPACE

The Conference Organizer reserves the right to re-allocate any space that has not been occupied by the confirmed Exhibitor by 8:00 AM on the first day of the conference. Should this occur, the Confirmed Exhibitor agrees to forfeit their booth space without refund.

SCHEDULING NON-CONFERENCE EVENTS

The Conference Organizer appreciates the convenience of having a number of key opinion leaders and APPs in one location. However, we also recognize the importance of allowing our faculty and attendees to make the most of this productive conference time. To that end, our participating Sponsors agree to the following:

- Sponsors may not schedule any meetings within or external to the Conference venue during Conference dates and times without the explicit permission of the Conference Organizer
- Sponsors may request to schedule an on-site meeting outside Conference dates and times by submitting their written request to the Conference Organizer no later than 30 days in advance of the meeting start. With express written permission of the Conference Organizer, the same meeting offering parameters will apply, as indicated above
- Any travel or accommodation-related expenses (e.g. rescheduled flights, additional room nights, etc.) that may arise as a result of faculty or conference attendee participating in an authorized Sponsor event will be the responsibility of the Sponsor

CONFERENCE FACULTY AND ATTENDEE DATA

The Conference Organizer, its affiliates and vendors do not share the registration Information of its conference faculty or attendees (either targeted or registered) with any of its sponsoring organizations.

EXHIBIT LOGISTICS

- All requests (e.g., power source, internet access) will be handled between the exhibitor and the hotel. The costs will be directly charged to the exhibitor
- Exhibit-related shipping arrangements and resulting expenses are the responsibility of the Sponsor
- The Conference Organizer will assign the exhibit location within the expo area

TERMS AND CONDITIONS

LIABILITY

The Exhibitor agrees to defend, indemnify and hold harmless the conference venue Hotel, the Conference Organizer, along with their employees, agents, representatives, and guests, from any third party claim, cause of action, liability, damage, cost or expense of any kind whatsoever arising out of or relating in any way to the Exhibitor's alleged intentional or negligent conduct during or in connection with its participation in the conference, including the reimbursement of all damages assessed and reasonable attorneys' fees and costs incurred. The Exhibitor agrees to maintain insurance coverage at commercially reasonable levels to cover its obligations under this provision and shall provide proof of insurance to the Conference Organizer upon its request.

INSURANCE FOR EXHIBIT ITEMS

The Exhibitor assumes all risk and financial responsibility for the loss or damage of its personal property during or related in any to the conference. The Exhibitor further acknowledges that it is responsible for insuring its personal property and that the Conference Organizer does not maintain any insurance coverage for that purpose. The Exhibitor forever releases and otherwise waives all claims against the conference venue Hotel and the Conference Organizer, along with their employees, agents, representatives, and guests, arising out of or relating to the loss or damage of the Exhibitor's personal property.

Upon acceptance of your sponsorship, you will receive a confirmation email with additional details on the event. Within 3 months of the conference, you will be provided with the Exhibitor Kit.



2022 SCSG SPONSORSHIP AND EXHIBIT FORM

SPONSORSHIP AGREEMENT

Supporters showing interest must commit in writing by completing the Sponsorship/Exhibit Webform. 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.

Signature

Date

Full Name

Company Name

Address

Address

City

State

Zip

Phone Number

Fax Number

Email

Conference Point of Contact

Full Name

Title

Phone Number

Email

SPONSORSHIP SELECTIONS

SPONSORSHIP LEVEL (Check One)

- Diamond – \$105,000
- Gold – \$60,000
- Silver – \$30,000

Diamond and Gold sponsors, please list product theater conference and time slot preferences

GI and Liver Symposium Exhibits

- 1 Day – \$3,675
- 2-3 Days – \$5,750

GI and Liver Symposium Additional Opportunities

- Evening Reception – \$10,000
- Industry-Sponsored Event – \$35,000
- Conference Bag Sponsorship – \$3,500
- Bag Drop Insert – \$3,000
- Branded Banner Ad – \$2,500
- Push Notification – \$2,500

SPONSORSHIP TOTAL: \$ _____ USD

SPONSORSHIP NOTES:

2022 SCSG SPONSORSHIP AND EXHIBIT FORM, CONTINUED

PAYMENT METHODS

CHECK

Upon submission, you will receive an invoice for your sponsorship. Please follow the instructions outlined below and on your invoice for payment.

PLEASE MAKE CHECKS PAYABLE TO:

Southern California Society of Gastroenterology (SCSG)

PLEASE INCLUDE IN THE MEMO LINE:

SCSG 2022

MAIL TO:

Pace Medical Communications
Attn: SCSG 2022
135 S State College Blvd., Suite 200
Brea, CA 92821

ACH

Name on Bank Account: _____

Bank Account Number: _____

Bank Routing Number (Domestic Payment): _____

Bank SWIFT Number (Foreign Payment): _____

Bank Name: _____

CREDIT CARD

A 3% processing fee will be applied for processing through PayPal. To accept, initial here: _____

Card Type

AMEX VISA MASTERCARD DISCOVER

Card Number _____

Exp. Date _____

CVV _____

Name as it appears on Credit Card:

Billing Address (if different than above):

Signature: _____

Once payment has been processed by the Conference Organizers, you will receive an electronic receipt confirming your payment.

TO SECURE YOUR SPONSORSHIP, PLEASE FOLLOW THESE STEPS:

STEP 1

COMPLETE THIS FORM AND AGREEMENT

STEP 2

ATTACH A CORPORATE APPROVED, HIGH-RESOLUTION LOGO

SUPPORTED IMAGE TYPES: .ESP OR .PNG

STEP 3

SEND AN EMAIL WITH STEP 1 AND STEP 2 ATTACHED TO:
SPONSORSHIPS@TAGGRP.COM

MAIL CHECKS TO:

PACE Medical Communications
Attn: SCSG 2022
135 S State College Blvd., Suite 200
Brea, CA 92821

