

AMERICAN COLLEGE
OF GASTROENTEROLOGY

ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE | Music City Center Nashville, TN



The Premier GI Clinical Meeting
& Postgraduate Course | OCTOBER 23-28, 2020

EXHIBITOR / SPONSORSHIP
PROSPECTUS

**“ The Annual Meeting
was excellent!
We love partnering
with ACG and look
forward to many
years of joint
success.”**

—ACG Sponsor

ACG 2020 Annual Scientific Meeting & Postgraduate Course

IS A MUST-ATTEND EXHIBIT OPPORTUNITY FOR YOUR COMPANY.

JOIN COMPANIES FROM ACROSS THE U.S. BY EXHIBITING AT ACG 2020—THE AMERICAN COLLEGE OF GASTROENTEROLOGY ANNUAL SCIENTIFIC MEETING AND POSTGRADUATE COURSE. ACG is a recognized leader in educating GI professionals and the general public about digestive disorders and our Annual Scientific Meeting and Postgraduate Course is considered the premier GI clinical event of the year. It offers GI physicians the opportunity to network with peers, share experiences from their practices, learn the latest clinical information on key GI topics, and see the latest advances in gastrointestinal technology and therapeutics throughout the Exhibit Hall.

More than 5,500 GI physicians are expected to attend ACG 2020 in Nashville, making it a must-attend exhibit opportunity for your company. ACG constantly strives to increase traffic to the Exhibit Hall. Below are just a few of the things ACG does to promote the Hall:



Verbal Announcements

in educational sessions and written reminders in attendee materials about the importance of the exhibitors and visiting the Hall during the conference.



Extended Break Times

between sessions giving exhibitors more unopposed time with attendees.



Welcome Reception

in the Exhibit Hall on Sunday evening.



Hands-on Workshop Center

in the Exhibit Hall all three days—if you are a device company, contact us and get involved! Contact Travis Cappel at tcappel@gi.org



Exhibitor Product Theater

Contact ACG if you are interested in showcasing your product or service.



Poster Sessions

in the Exhibit Hall all three days.

Don't miss this opportunity to showcase your products and services - exhibit at ACG 2020. Continue to visit the website, acgmeetings.gi.org, for updates.

Contacts:

Exhibits and Sponsorships

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Sponsorships

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IMPORTANT INFORMATION

Exhibit Space

10 x 10 Inline exhibit space: \$3,400

10 x 10 Corner exhibit space: \$3,600

Island space: \$40.00 per square foot

Advance Shipments to Warehouse:

Tuesday, September 22 – Thursday, October 22

Note: Shipments received after Wednesday, October 14th will incur an additional fee for late arrival.

Direct Shipments to the Music City Center:

Friday, October 23

Registration Hours (subject to change):

Friday, October 23	6:00 am – 5:00 pm
Saturday, October 24	7:00 am – 5:15 pm
Sunday, October 25	7:00 am – 6:30 pm
Monday, October 26	6:00 am – 5:00 pm
Tuesday, October 27	6:00 am – 5:00 pm
Wednesday, October 28	6:30 am – 12:15 pm

Exhibit Set-up Hours:

Friday, October 23	7:00 am – 5:00 pm
Saturday, October 24	7:00 am – 5:00 pm
Sunday, October 25	7:00 am – 12:00 noon

Exhibit Hall Hours:

Sunday, October 25	3:30 pm – 7:00 pm
Exhibit Hall Opening Reception	5:15 pm – 7:00 pm
Monday, October 26	10:00 am – 4:45 pm
Tuesday, October 27	10:00 am – 4:30 pm

Warehouse Shipping Address:

Exhibiting Company Name / Booth # _____
ACG Annual Mtg 2020 C/O FREEMAN
1701 LEBANON PIKE CIRCLE
NASHVILLE, TN 37210

Direct shipment address:

Exhibiting Company Name / Booth # _____
ACG Annual Mtg 2020 C/O FREEMAN
MUSIC CITY CENTER
700 KOREAN VETERANS BLVD
NASHVILLE, TN 37203

QUICK FACTS

COMPANIES THAT EXHIBIT



Pharmaceuticals



Medical Instrument Suppliers



Recruiters



Research Companies



Technology Companies



Publishers



Non-profit Organizations



And many others

IN A RECENT SURVEY OF ACG ANNUAL MEETING ATTENDEES:

95%

of ACG attendees visit the Exhibit Hall.

86%

of ACG attendees who visited the Exhibit Hall indicated that meeting with Exhibitors was the main reason they visit the Hall.

90%

of ACG attendees visiting the Exhibit Hall indicated that new products, product updates and educational information were their main interests.

MEETING ATTENDANCE

Past Attendance

2019 San Antonio, TX - 5,489

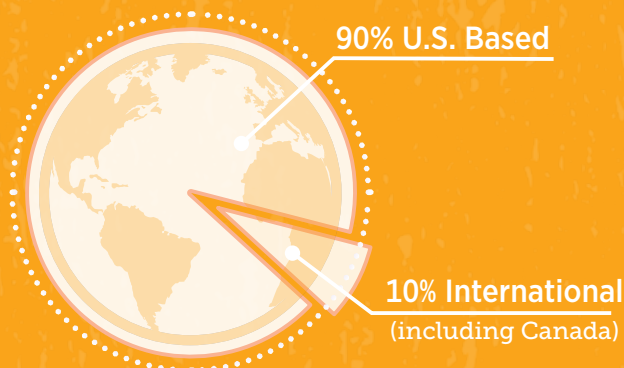
2018 Philadelphia, PA - 5,465

2017 Orlando, FL - 5,935

2016 Las Vegas, NV - 5,755

2015 Honolulu, HI - 4,046

Regional Average



ACG 2019 Attendee Breakdown

83% Physicians

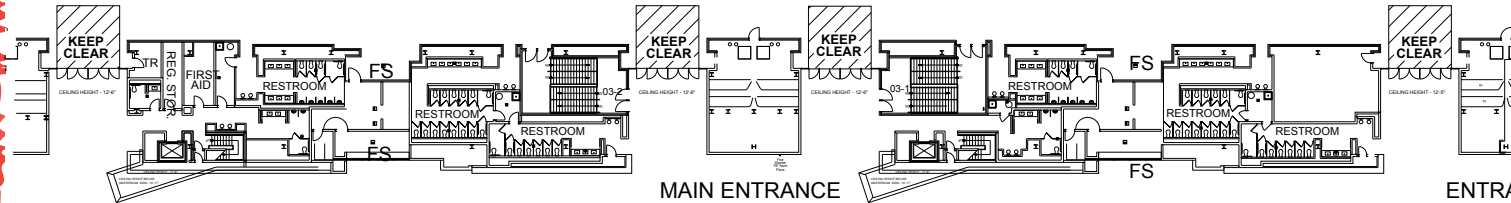
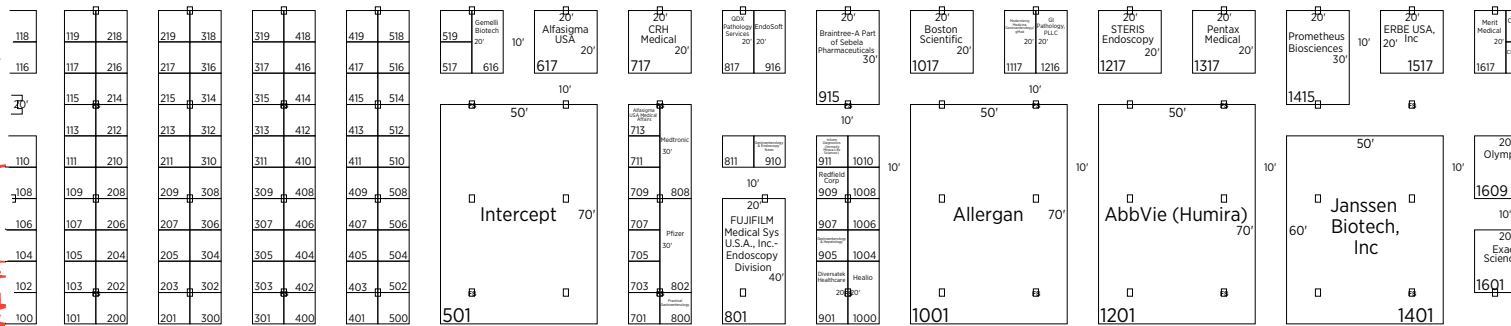
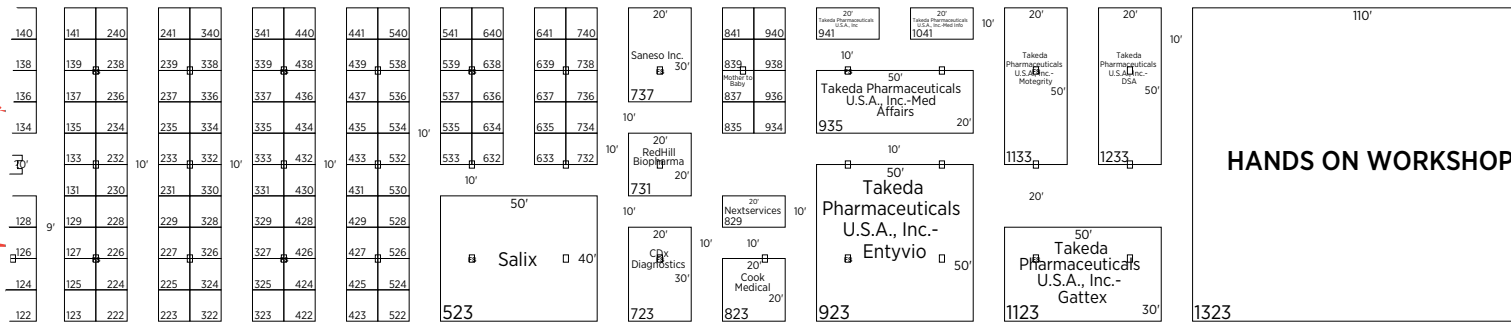
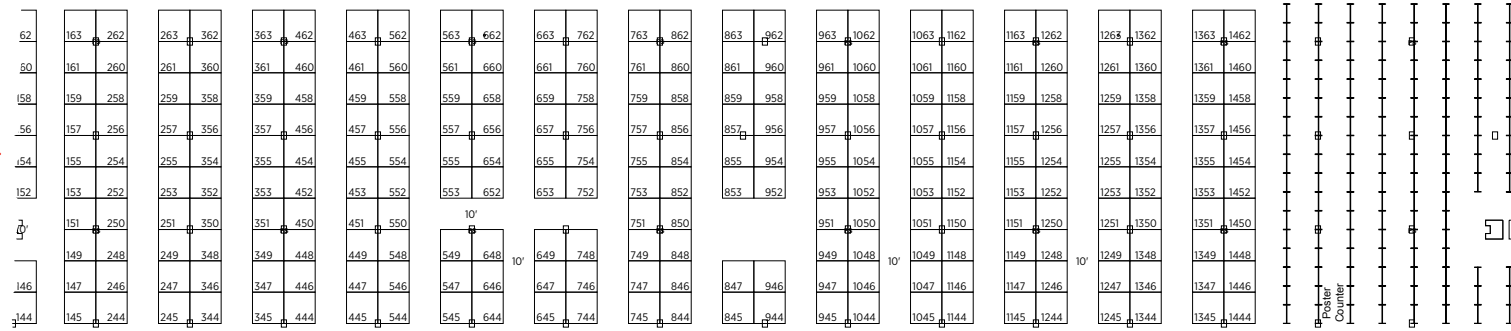
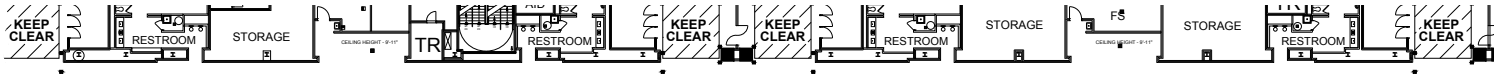
11% Other (PhD, PharmD, etc.)

6% Allied Health

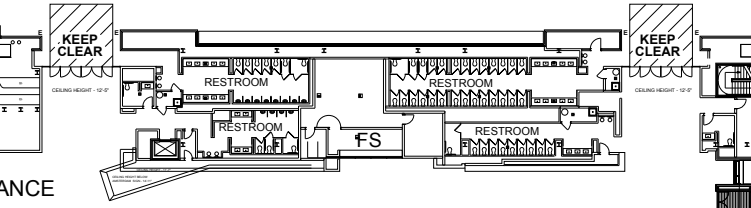
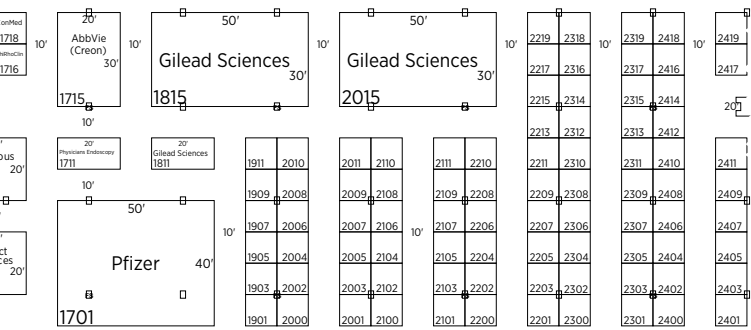
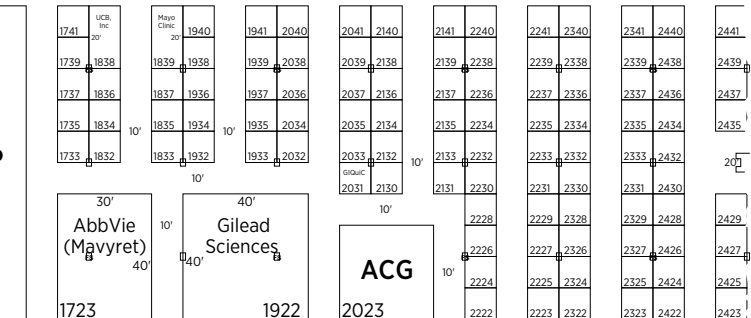
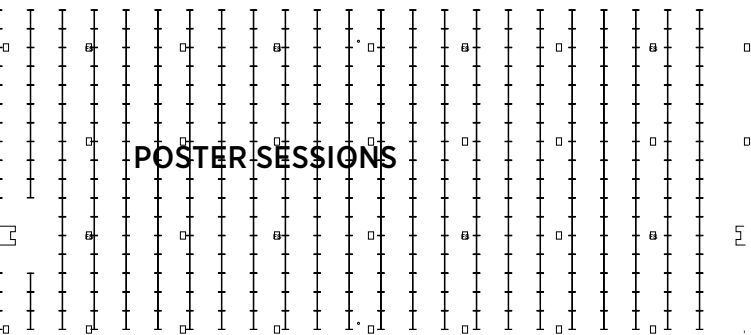
2019 EXHIBITOR LIST

- AbbVie
- Adler Micromed, Inc.
- Advanced Pathology Solutions
- Advances in IBD
- Aerodiagnostics
- AIBD
- Alfasigma USA, Inc.
- Allegheny Health Network
- Allergan
- Alnylam Pharmaceuticals
- Altus Infusion
- Ambu, Inc
- American Association for the Study of Liver Diseases
- American Board of Internal Medicine
- American College of Gastroenterology
- American Neurogastroenterology & Motility Society
- Amgen
- AnX Robotica Corp
- Aries Pharmaceuticals, Inc.
- ARJ Infusion Services
- Aurora Diagnostics
- Avera Health
- Baylor Scott & White Health
- Baystate Health
- Bon Secours Mercy Health
- Boston Scientific
- Braintree - A Part of Sebela Pharmaceuticals
- Cairn Diagnostics
- Calmoseptine Inc.
- Capital Anesthesia Partners
- CapsoVision, Inc.
- Care Plus Anesthesia Management
- Carle Physician Group
- CDx Diagnostics
- Charleston Area Medical Center
- ChiRhoClin, Inc.
- Clear Passage Therapies, LLC
- Compulink Healthcare Solutions
- CONMED
- Cook Medical
- CorePath Laboratories
- coVita
- CRH Medical Corporation
- CSA Medical, Inc.
- Department of Veterans Affairs
- Diagnostic Solutions Laboratory
- DIEM Labs LLC
- Digestive Care, Inc.
- Diversatek Healthcare
- eClinicalWorks
- EndoGastric Solutions
- EndoMune Advance Probiotic
- EndoSim
- EndoSoft LLC
- Endo-Therapeutics, Inc.
- EndoVigilant
- Epigenomics
- epocrates
- ERBE USA, Inc.
- Ethicon - LINX Reflux Management System
- Exact Sciences
- ExeGi Pharma
- Ferring Pharmaceuticals Inc.
- Franciscan Physician Network
- FUJIFILM Medical Systems U.S.A., Inc. - Endoscopy
- Gastro Health, LLC
- Gastroenterology & Endoscopy News
- Gastroenterology & Hepatology
- Gastrointestinal Health Foundation
- Gastrologix
- Gemelli Biotech
- Genentech a Member of the Roche Group
- Genesis Laboratory Management, LLC
- GI & Hepatology News
- GI Alliance
- GI Pathology
- GI Supply
- Gilead Sciences
- Gilead Sciences - Inflammation
- GIQuIC
- Gluten Detective by Glutenostics
- Happy Colon Foods LLC
- Hayes Locums
- Healio
- Healix, LLC
- Hendricks Regional Health
- HyGleaCare, Inc.
- IM HealthScience LLC
- Indiana University Health
- Inform Diagnostics
- Intercept Pharmaceuticals, Inc.
- International Foundation for Gastrointestinal Disorders
- Interpace Diagnostics
- Jackson & Coker
- Janssen Biotech, Inc.
- Jinshan Science & Technology (Group) Co., Ltd
- Kaweah Delta Medical Center
- LabCorp
- Lexicon Pharmaceuticals
- Lucid Diagnostics
- Mauna Kea Technologies
- Mayo Clinic
- MD-Reports/ Infinite Software Solutions, Inc.
- Medsterilizer
- MedTech International Group
- Medtronic
- Memorial Hermann Health System
- Merit Medical Endotek
- Micro-Tech Endoscopy
- Millennium Physician Group
- MNY Innovations
- Modernizing Medicine Gastroenterology (formerly gMed)
- MotherToBaby Pregnancy Studies
- MOTUS GI
- MPLT Healthcare
- Nextservices
- Northern Light Health
- ObjectiveGI
- Officite
- Olympus America Inc.
- Otto Trading, Inc.
- Ovesco Endoscopy USA
- Owensboro Health
- Paragon Healthcare
- Peacehealth
- PENTAX Medical
- Pfizer
- Physicians Endoscopy, LLC
- Piranha Medical LLC
- Portola Pharmaceuticals, Inc.
- Practical Gastroenterology
- PracticeLink
- ProgenaBiome
- Prometheus Laboratories Inc.
- Provation
- QDX Pathology Services
- QOL Medical, LLC
- Quintron Instrument Company
- Redfield Corporation
- RedHill Biopharma Ltd.
- ResiCal, Inc.
- Restech | Mederi-RF
- Salix Pharmaceuticals
- Saneso Inc.
- Sanford Health
- Sanguine Biosciences
- Shionogi Inc.
- Smart Medical Systems Ltd.
- Staff Care, Inc.
- Steris/US Endoscopy
- Sutter Health
- Takeda Pharmaceuticals U.S.A., Inc.
- The Standard Co., Ltd.
- UCB, Inc.
- UW Medicine Valley Medical Center
- Wolters Kluwer
- World Gastroenterology Organisation (WGO)

EXHIBIT OPPORT



UNITIES



ASSIGNMENT OF BOOTH SPACE

Booth space will be assigned on a point system to establish priority as follows: 3 points for exhibiting plus 1 point for each additional 100 square feet over the initial 100 square feet up to a maximum of 6 points per year. Additional points may be earned by increasing booth space from one year to the next and by exhibiting at ACG Regional Courses. An exhibitor's point standing and the complete priority point policy are available upon request. Space assignments will be made starting in February 2020. The College reserves the right to make variations in the established priority system and /or relocate previously assigned space. If previously assigned space is relocated, the exhibitor is given 15 days to accept the relocation or request a refund. The Management of the American College of Gastroenterology also reserves the right to alter the exhibit layout at any time.

Payment & Restrictions

Exhibit space in the Music City Center is priced as follows:

- 10' x 10' Linear Booth: \$3,400
- Corner Booth: \$3,600
- Island Booth Space: \$40.00/sq. ft.

Full payment must accompany your application. A service fee of 25% of the total booth cost will apply to any cancellation or space reduction. No refunds will be issued to firms canceling if space cannot be resold. There will be no refunds whatsoever for space canceled after **March 16, 2020**. Checks should be made payable to the American College of Gastroenterology and sent to:

Attn: Exhibit Manager
American College of Gastroenterology
6400 Goldsboro Road, Suite 200
Bethesda, MD 20817
(301) 263-9000

The American College of Gastroenterology also accepts American Express, MasterCard and VISA. There is a 4% service fee applied to each credit card charge.



SPONSORSHIP & MARKETING OPPORTUNITIES

SPONSOR RECOGNITION

All sponsors of ACG 2020 receive the following standard recognition (*Sponsorship must be secured by July 31, 2020*):

- ✓ Recognition in the ACG 2020 final program.
- ✓ Recognition in the ACG Meeting News.
- ✓ Recognition on the ACG 2020 website.

Additional recognition of support will be noted under each sponsorship opportunity. Visit acgmeetings.gi.org for updates.

EDUCATIONAL OPPORTUNITIES

ACG 2020 Abstracts All Access Pass \$30,000

Share abstracts with attendees by sponsoring the ACG 2020 Abstracts All Access Pass. The sponsorship includes all meeting abstracts presented in the plenary and poster sessions in a full-text, searchable format. A simple search process locates abstracts by number, category, title, author or keyword. This is a resource that attendees go back to time and time again long after the meeting ends. As the sponsor of the ACG 2020 Abstracts All Access Pass, your company logo will appear on the All Access Pass packaging. Each package includes a credit card style card with web access instructions and individualized web access codes. The All Access Passes may be distributed from your booth. ACG will create an ad highlighting the sponsorship that will be used in both issues of the ACG 2020 Meeting News, a tabloid-sized newspaper featuring meeting coverage which is distributed to all attendees, and on signage in the general registration lobby and at your booth. If the package is to be distributed at your booth, the College will also create a ticket that attendees can redeem at your booth for the web access key card. One thousand passes for distribution will be provided. You may also include a company or product banner on the website.

ACG Hands-on Workshop Center Funding and equipment donations needed

Be part of the excitement! Participate in the ACG 2020 Hands-on Workshop Center. Each year, on average, more than 400 attendees participate in at least one session offered in the Hands-on Workshop Center. The College will be coordinating all efforts for the hands-on sessions. We are seeking company participation through funding and donation of equipment and models. Session topics from 2019 were:

- ✓ Capsule Endoscopy
- ✓ EMR/Polypectomy
- ✓ Enteroscopy
- ✓ ERCP
- ✓ ESD with Asian Experts
- ✓ Esophageal & Anorectal Manometry
- ✓ EU
- ✓ Foreign Body Removal
- ✓ Hemorrhoid Therapy
- ✓ Hemostasis
- ✓ Mucosal Ablation
- ✓ Stent

Want to participate? Contact Travis Cappel at tcappel@gi.org for details on how to get involved and information on funding opportunities.

ACG Topic-Specific “Gastroenterology Guide” \$32,500 per Topic

(e.g. Visit (Company) at Booth 100 to pick up your “Gastroenterology Guide to IBD”)

Looking for ways to reach physicians in the office and meet the self-regulation guidelines? ACG offers a topic area of your choice on a branded web-based platform that can include presentations from the ACG 2019 Annual Scientific Meeting, the 2019 Postgraduate Course, ACG’s IBD School, ACG’s Hepatology Schools, or select from more than 200 video presentations in ACG’s video library. The Gastroenterology Guides comply with the self-regulation guidelines by offering valuable physician education information. Use it as an important educational tool for physicians and mid-level providers in gastroenterology and hepatology. As the sponsor of this educational Gastroenterology Guide, your company logo will appear on the Gastroenterology Guide packaging and a company or product banner on the website.

Each package includes a credit card style card with web access instructions. Gastroenterology Guides may be distributed by your sales team throughout 2020 or as part of an ACG 2020 sponsored item distributed at ACG 2020. If distributing at ACG 2020, we will support your marketing efforts with an ad in both issues of the ACG 2020 Meeting News, a tabloid-sized newspaper featuring meeting coverage which is distributed to all attendees, plus posters displayed in a high-traffic area of the Convention Center and at your booth. We will also provide attendees with a printed ticket with their badge materials that can be redeemed at your booth for a web access key card, with a link to the site and personalized access code. One thousand pieces for distribution will be provided. No CME credit is provided. Sponsorship must be confirmed by July 31, 2020.

The following topics are available (each topic may include up to 90 minutes of programming.)

- ✓ ACG 2019 Featured Lectures
- ✓ ACG’s IBD School
- ✓ ACG’s Hepatology School
- ✓ Small Bowel and Functional Disorders
- ✓ Obesity
- ✓ Pancreaticobiliary
- ✓ Liver
- ✓ Esophagus and Stomach
- ✓ Motility
- ✓ NAFLD and NASH
- ✓ Biologics and Biosimilars for IBD; The Past, Present and Future
- ✓ Controversies in Barrett’s Esophagus—The Great Debate: Personalized Barrett’s Management
- ✓ Hepatitis C Therapy: Are We Finally There?
- ✓ Plus more!

Customized Guides are also available, utilizing the more than 200 video presentations in ACG’s video library. Contact ACG for information.

EVENT SPONSORSHIP

Exhibit Hall Opening Reception **\$65,000 (can be co-sponsored by up to 6 companies)**

The Exhibit Hall Opening Reception is the largest social event offered during ACG 2020. It's a "don't miss" event that provides a great networking opportunity for attendees and exhibitors. The Reception will be held on Sunday, October 25 in the ACG 2020 Exhibit Hall immediately following the conclusion of the Postgraduate Course. As one of the sponsors, one or more of the food and beverage stations will be placed in close proximity to your booth, if space allows. In addition to the standard sponsor recognition, you will also receive recognition on signage at the reception. The minimum sponsorship for this event is \$10,000.

Exhibitor Theater **\$28,000 per session - Renewals Pending**

Showcase your new product or service on the Exhibit Hall floor! If you don't have the booth space to accommodate a large crowd, and still want to showcase the latest clinical research; participate in the Exhibitor Theater. Held on Sunday, Monday, and Tuesday in the Exhibit Hall, the theater seats 100 and basic A/V (projector, screen, microphone, laptop, and a technician) will be provided.

These are exclusive time slots. Only one Exhibitor Theater presentation may take place at any designated time. Exhibitor Theater presentations may not offer CME. Exhibitor Theater sponsors may display a poster in front of the Theater immediately prior to and during the presentation. A 22"x28" sign may also be hung in the Product Theater/Satellite Symposium area beginning on Friday, October 23. All signage must be removed following the event.

Food and beverage is the responsibility of the sponsor and may be ordered through Music City Center.

Information about the presentation may be listed on the ACG 2020 meeting website and online itinerary planner. The College will also list the event in the Final Program with other company-sponsored symposia events, as well as in the Meeting News. The deadline to be listed in the printed materials is **August 21, 2020**.

Companies offering an Exhibitor Theater may receive, for one-time use, a mailing list of pre-registrants for the meeting to promote their event. In addition, sponsors will receive an insert in the door drop or Convention Center bag distribution

through TriStar. Contact Elaine McCubbin at emccubbin@gi.org for more information.

GI Jeopardy **\$40,000 (can be co-sponsored by up to 4 companies)**

GI Jeopardy is a lively, energetic annual session that is open to all meeting attendees. Prior to ACG 2020, training programs from across the U.S. compete online and the top five programs attend ACG 2020 to compete live. This program continues to grow in popularity and is a must-see event for all meeting attendees. As a sponsor, you'll receive recognition during the online competition (**sponsorship must be secured by June 1st**), an article in the Meeting News highlighting GI Jeopardy will recognize your support of the event (**sponsorship must be secured by July 31st**) and recognition will be provided on signage at the course and at the start of the program. The minimum sponsorship for this event is \$10,000.

Navigating, Networking, and Negotiating Your First Job Workshop **\$12,500**

Navigating, Networking, and Negotiating Your First Job Workshop is an annual event hosted by the ACG Women in GI Committee for both men and women geared towards senior GI fellow and junior faculty, addressing the specifics of both the private practice and academic job search. Sponsorship includes the standard sponsor recognition, signage at the session, and an opportunity to supply beverage napkins with your company logo.

Women and Minorities in GI Reception **\$12,500 - Renewal Pending**

Show your support for Women and Minorities in GI by sponsoring the reception which will be held on Sunday, October 25. Participants at this event can find out how to become more involved in College activities, connect with a mentor, and network with others in the field who share common interests. Hors d'oeuvres are offered at the reception which is jointly sponsored by the Minority Affairs & Cultural Diversity Committee and the Women in GI Committee in conjunction with the ACG Annual Meeting and Postgraduate Course. As the sponsor, your company logo will be printed on signage. In addition, your company will be listed as the sponsor the Final Program.





PROMOTIONAL OPPORTUNITIES

Numerous promotional opportunities are available for budgets of all sizes. Choose from banners in the Convention Center, and digital and print promotion.

Advertise in high-traffic areas of Music City Center by taking advantage of one or more of the many opportunities available. Choose from banners, escalator clings, column wraps, and window clings. Visit acgmeetings.gi.org for a complete listing and prices.

DIGITAL

ACG 2020 Meeting App \$60,000

Approximately 70% of ACG meeting attendees utilize the meeting app to access speaker slides, schedule of events, Exhibit Hall information, the virtual registration bag and more! Your banner ad will appear on the meeting app's main screen and will link to your website. Don't miss the opportunity to be the first thing attendees see every time they open their meeting app! Sponsorship must be confirmed by June 30, 2020.

ACG 2020 Meeting Website Pre-meeting promotional opportunity \$36,000

Don't miss an opportunity to be the sole advertiser of the ACG 2020 meeting website. An advertising opportunity begins in March and runs through the end of October 2020—7 months of advertising. Your leaderboard ad will appear on the ACG meeting website home page (acgmeetings.gi.org).

ACG 2020 Push Notifications \$5,000 each

Don't miss the opportunity to drive more traffic to your booth, product theater presentation, hands-on demonstration or symposium. Two sponsored push notifications to attendees will be available each day Friday through Tuesday. Notifications are limited to 230 characters and must include reference to a booth at ACG 2020 or ACG approved event taking place at ACG 2020.

Virtual Registration Bag \$4,000 (limited to 10 sponsors)

With approximately 70% of attendees accessing ACG's meeting app for their daily itinerary, speaker slides, and Exhibit Hall information, you are sure to get noticed when you participate in the Virtual Registration Bag. Limited to 10 participating exhibitors, include your 1-page PDF in the Virtual Reg Bag. Your insert must include your booth number.

PRINT

Advance Registration Program

Pre-meeting promotional opportunity

\$25,000—Up to four ad pages (Covers 3 and 4 and ROB)

Promote your organization well in advance of ACG 2020! The Advance Registration Program is the first major direct mail marketing piece for ACG 2020, and is distributed to ACG members and non-members. It includes all the pertinent information on registration and housing, and provides an overview of the educational programming for the meeting. At least one mailing will be sent to all ACG U.S. members and a select list of non-members, with a combined total of approximately 18,000. Additional select mailings to past attendees may take place. In addition, ACG will distribute the program digitally to all ACG members (U.S. and international). The sponsor of the Advance Registration Program will receive a full-page ad on the back cover (covers 3 and 4) as well as two ROB pages in the Advance Registration Program. **Artwork due by March 2, 2020.**

Preliminary Program

Pre-meeting promotional opportunity

\$30,000

Promote your organization well in advance of ACG 2020! The Preliminary Program provides a comprehensive listing of the educational programming along with events and a listing of the posters to be presented. It also includes all the pertinent information on registration and housing. Distributed to all ACG U.S. members and a select list of non-members, it's a great way to promote your organization well in advance of the meeting. Many attendees keep this program book as a reference for planning their schedule at the meeting. Additional select mailings to past attendees may take place. In addition, ACG will distribute the program digitally to all ACG members (U.S. and international). The sponsor of the Preliminary Program will receive a full-page ad on the back cover (covers 3 and 4). Additionally, the page facing cover 3 is available upon request.

Artwork due by May 15, 2020.

Registration Bag inserts

\$8,000(limited to 10 sponsors)

Get noticed by placing an insert in the ACG 2020 Registration Bag. Every attendee of ACG 2020 will receive a bag when they pick up their meeting materials. Your promotional insert will be included along with important meeting information and ACG promotional materials. Limited to 10 participating exhibitors. The insert should be no larger than 8" x 11". It can be multiple pages but not exceed 2.5 ounces. Larger inserts may be included for an additional fee.

Meeting News Tip-on

\$30,000

Include a tip-on on the front cover of both issues of the ACG 2020 Meeting News. The Postgraduate Course issue of the Meeting News (first issue), is inserted in all attendee registration bags. The ACG 2020 Annual Meeting edition of the Meeting News (second issue) is offered as a door drop at the HQ hotel.

ACG 2020 Final Program

Advertise in the Final Program book available to all attendees when they pick up their meeting materials. Attendees use this valuable resource to browse sessions, posters, and more. Attendees can find a Schedule at a Glance, event locations, general information, agendas for the various courses, as well as featured lectures, hands-on endoscopy workshop sessions, and special events for fellows and more.

Premium back cover ads are available for \$35,000. Price includes covers 3 and 4 and the page facing cover 3 if needed.

ACG 2020 Meeting News

Advertise in the Meeting News and reach a wide range of medical professionals, from purchasers to administrators to physicians. Your advertisement encourages meeting attendees to visit your booth for more detailed information on your product or service. The official ACG 2020 tabloid-sized newspaper, is published twice during the meeting.

The first edition is distributed during the two days of the Postgraduate Course, and placed in the registration bag. The second edition is distributed during the three days of the Annual Scientific Meeting and is offered as a door drop at the HQ hotel. The ACG 2020 Meeting News provides meeting, exhibit, and association news to all attendees and features up-to-the-minute information on daily events. When you purchase an advertisement in the Meeting News, your ad will run in both the Postgraduate Course edition and the Annual Meeting edition.

Ad materials for each issue must be identical. The publisher reserves the right to label ads as "Advertisement."

ACG 2020 Meeting Reference & Exhibit Guide

Your advertisement in the Meeting Reference & Exhibit Guide will encourage meeting attendees to visit your booth for more detailed information on your product or service and provide an important reference for decision-makers, both during and after the meeting. This guide provides important exhibit information to all attendees, including detailed exhibitor listings, a schedule of meeting events, an Exhibit Hall floor plan, and other Exhibit Hall activities. The Meeting Reference & Exhibit Guide will be distributed to all registrants and attendees in their registration bags.

Deadlines and Payments:

Ad space reservations	August 7, 2020
Payment due	August 7, 2020
Materials due:	
Meeting News	September 4, 2020
Meeting Reference & Exhibit Guide.	September 4, 2020
Final Program Book.	August 21, 2020

All signed agreements are firm. No cancellations will be accepted.

PUBLICATION AD SIZES

ACG 2020 Meeting News

Size	Dimensions*	Black & White (both issues)	4-Color (both issues)
Full page:	Trim size: 11" x 15" Bleed size: 11 1/4" x 15 1/4" Live area: 10" x 14"	\$9,030	\$11,020
Junior page	7 1/2" x 10"	\$7,640	\$9,635
1/2 page	10" x 7" or 5" x 14"	\$6,545	\$8,500
1/4 page	5" x 7"	\$3,970	\$5,950
MATERIALS DUE: SEPTEMBER 4, 2020			

ACG2020 Meeting Reference & Exhibit Guide

Size	Dimensions*	Black & White	4-Color
Full page:	Trim size: 8 1/2" x 11" Bleed size: 8 3/4" x 11 1/4" Live area: 7 1/2" x 10"	\$4,775	\$5,820
1/2 page - horizontal	7 1/2" x 4 1/2"	\$3,415	\$4,400
1/2 page - island/Jr.	4 3/4" x 7 1/2"	\$3,415	\$4,400
1/3 page - vertical	2 1/2" x 9 7/8"	\$2,690	\$3,705
1/3 page - square	4 3/4" x 4 7/8"	\$2,690	\$3,705
1/4 page	3 1/2" x 5"	\$2,115	\$3,125
MATERIALS DUE: SEPTEMBER 4, 2020			

ACG 2020 Final Program Book

Size	Dimensions*	Black & White	4-Color
Full page:	Trim size: 8 1/2" x 11" Bleed size: 8 3/4" x 11 1/4" Live area: 7 1/2" x 10"	\$9,550	\$11,640
1/2 page - horizontal	7 1/2" x 4 1/2"	\$6,830	
1/2 page - island/Jr.	4 3/4" x 7 1/2"	\$6,830	
1/3 page - vertical	2 1/2" x 9 7/8"	\$5,380	
1/3 page - square	4 3/4" x 4 7/8"	\$5,380	
1/4 page	3 1/2" x 5"	\$4,230	
MATERIALS DUE: AUGUST 21, 2020			

PRODUCTION GUIDELINES

- File Format: PDF/X-1a (2001 compliant) is required.
- Color ads must be CMYK, and fonts and art must be embedded.
- Art resolution must be at least 300 DPI.
- Bleeds: Artwork must include 1/8 inch bleeds

Upload instructions will be provided to all advertisers with confirmed insertion orders.

Proofs: It is recommended that all advertisers submit a SWOP-approved contract proof with their ad file by the advertising deadline. If contract proofs are not provided before materials go to print, ACG cannot be held liable for color reproduction.

Please send proofs to: Emily Garel, American College of Gastroenterology, 6400 Goldsboro Road, Suite 200, Bethesda, MD 20817

EXHIBIT HALL OPPORTUNITIES

Aisle Banners

\$45,000

Draw more traffic to your booth by sponsoring the Exhibit Hall Aisle Banners. Spotlight your booth location on every aisle of the Exhibit Hall. A minimum of 20 banners will be available.

Exhibit Hall Scavenger Hunt Limited to 10 Exhibitors

\$2,500–\$10,000 (Price varies based on booth size—call for pricing)

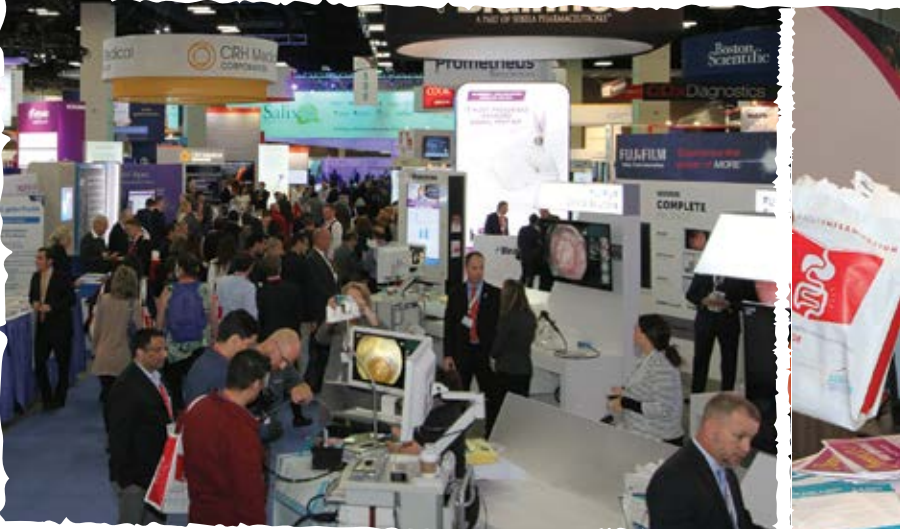
Keep the traffic flowing to your booth by participating in the Exhibit Hall Scavenger Hunt. The Scavenger Hunt is a gamification feature in the meeting app, which attendees depend on to access their itinerary, speaker slides, exhibitor details, abstracts, and more. While playing the Scavenger Hunt, attendees will visit your booth, scan a QR code and answer a multiple choice question that you provide. Questions can be associated with your company, product or general gastroenterology knowledge. Attendees will receive points if the question is answered correctly while an incorrect response requires them to re-scan and try again.

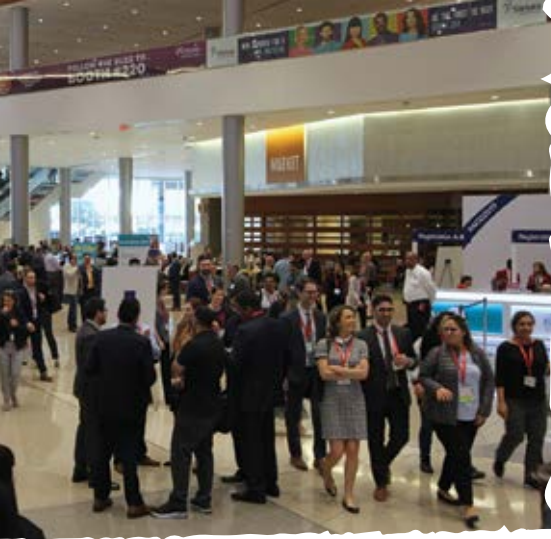
Top players will receive prizes from the ACG. You may also donate prizes to encourage participation. ACG will support the Exhibit Hall Scavenger Hunt through signage in high traffic areas of the Convention Center and an ad in the ACG 2020 Meeting News and the Official Exhibit Guide. Sponsorship must be confirmed by August 31, 2020.

Professional Headshot Station

\$25,000

Take advantage of this unique opportunity to provide a complimentary professional head shot to attendees. The head shot station will be located on the Exhibit Hall floor and will be open during educational session breaks. Trainees, ACG leaders, and anyone in need of an updated head shot will appreciate the opportunity to receive a complimentary photo while at ACG 2020. In 2019, over 700 attendees took advantage of this new service! In addition to the standard sponsorship recognition, your sponsorship will also include signage with your logo in the head shot station and in another high traffic area of the Convention Center directing attendees to the booth, a 6' draped table in the head shot area where you are welcome to place company information, and recognition of your sponsorship in an ad in the Meeting News.





MEETING AMENITIES & SERVICES OPPORTUNITIES

Coat and Bag Check

\$20,000

Sponsor one of the most frequently requested services at ACG Annual Meetings and keep your company visible throughout the entire conference. Along with the standard sponsorship recognition, your company will be listed as the Coat and Bag Check sponsor in a Meeting News ad, in the Meeting App and on signage in high traffic areas of the Convention Center.

Lanyards

\$25,000 - SOLD

All attendees will be wearing your logo when you sponsor the meeting lanyards. In addition to the standard sponsor recognition, the lanyards may include your company logo/slogan. ACG will need to approve any design before distribution. Lanyards will be provided to attendees and registered guests when they pick up their registration materials.

Meeting Registration Bags

\$45,000 - SOLD

Keep your company name in front of attendees all during the meeting. Every attendee receives this bag when they register and the bag includes all of the key materials for the meeting. As the sponsor of the Meeting Registration Bag, you have two options: choose a recycle bag that is fully customizable for \$45,000 or select the bag of your choice and the cost is \$35,000 + cost of bag.

Wi-Fi

\$90,000

Customize the URL with your company name and create a splash page for all attendees to visit when they access Wi-Fi when you sponsor the Wi-Fi at ACG 2020. Along with the standard sponsorship recognition, your sponsorship will include a postcard in the attendee registration bags, signage in high traffic areas of the Convention Center and an ad in the Meeting News.

Recharge Lounge

\$29,000-\$39,000 per lounge
(2 recharge lounges available)

Provide a relaxing area for attendees to sit while they recharge their devices. Now that the meeting has gone ALL digital, the majority of attendees will need to charge up their devices throughout the meeting. Two Recharge Lounges will be offered at the meeting. Each Lounge will provide comfortable seating for attendees and allow the sponsor to include promotional material as well as a smart wall or banner display. Your sponsorship of one or both Recharge Lounges will be promoted to attendees via the meeting app and an ad in the Meeting News.

Room Drop and Convention Center Bag Distribution

\$16,000 each—2 bags available

- ✓ **Friday and Saturday, October 23 and 24**
(Room drop on Friday and Saturday— one-time drop to each 2020 meeting attendee staying at select hotels)
- ✓ **Sunday, October 25**
(The Sunday bag will be hand-distributed to attendees at Music City Center)

Be one of the first companies attendees see when you sponsor the Room Drop or Convention Center Bag. Opportunity includes your corporate or product logo and booth number printed on one side of the bag and your promotional insert place inside the bag.

EXHIBITOR RULES & REGULATIONS

All matters and questions not specifically covered by these Rules and Regulations are subject to the decision of the American College of Gastroenterology. Exhibitors agree to comply with all subsequent reasonable rules adopted or changed by the College. Any changes will be provided to exhibitors in writing.

Advertising

The American College of Gastroenterology must approve any use of the ACG logo, ACG 2020 meeting logo, taglines, trademarks or trade names prior to any exhibitor use. The ACG must approve the language in any advertisement which mentions the American College of Gastroenterology. Please contact Elaine McCubbin at emccubbin@gi.org for additional information.

Americans with Disabilities Act

In compliance with the Americans with Disabilities Act, the ACG will make all reasonable efforts to accommodate persons with disabilities. Please contact ACG's VP, Meetings & Exhibitions, Elaine McCubbin at emccubbin@gi.org, no later than August 21, 2020, to make arrangements. Exhibitors are responsible for complying with the ADA requirements within their assigned booth space.

Badge Requests

Exhibitors may request an unlimited number of Exhibit Hall passes at no charge to their company. These badges will only allow company representatives onto the trade show floor. Any exhibitor who wants to attend the scientific sessions must register for the meeting separately.

Set-up badges are available at the meeting registration prior to the Exhibit Hall opening for appointed contractors and staff entering the Exhibit Hall during set-up and dismantling times.

Balloons

The use of balloons as part of the exhibit display or as a giveaway is prohibited.

Booth Design

Inline and corner spaces

Standard in-line and corner booth spaces are 10 feet wide, 10 feet deep, and 8 feet high. Side rails and counters are limited to 4 feet in height. Any obstructions in the front half of the booth cannot exceed the 4 foot height limit. The height for rear wall displays is 8 feet, which is allowed in the back half of the booth space. Corner booths are permitted to eliminate the outside draped side rail.

Island spaces

Each exhibit shall be installed as to not obstruct the view of, or interfere with the exhibits of others. The visual disadvantage created by an island should be no greater than that which would be caused by an in-line space. All display material, including hanging signs, is restricted to 20' in height and a sufficient "see-through" or "walk-through" area with at least 40% visibility per side must be provided to avoid blocking the view of adjacent exhibits. Should a company's booth be designed in such a way that neighboring spaces are obstructed, the company will be asked to redesign their booth or relocate. All associated fees will be the responsibility of the exhibitor.

All island exhibit spaces 20' x 20' or larger must submit a booth layout for management and Fire Marshall approval by August 21, 2020. Plans can be submitted to Elaine McCubbin, VP, Meetings & Exhibitions at emccubbin@gi.org.

Booth Relocation

The Management of the American College of Gastroenterology reserves the right to alter the exhibit hall layout at any time. If previously assigned space is relocated, the exhibitor is given 15 days in which to accept the relocation or request a refund.

Cancellation and Reduction Policy

Notice of cancellation or reduction must be received in writing. A service fee of 25% of the total booth cost will apply to any cancellation or space reduction. No refunds will be issued to firms canceling if space cannot be resold or if the trade show floor does not sell out. There will be no refunds whatsoever for space cancelled after **March 16, 2020**. Reductions and cancellations will result in a loss of priority points.

Carpeting and Furniture Requirements

Carpeting is required and is the responsibility of the exhibiting company. The exhibitor may provide carpeting or rent carpeting through the Official Decorator. At 12:00 noon on Sunday, October 25 an inspection will be made of the Exhibit Hall and exhibits that do not have carpeting will be assigned to the Official Decorator for installation and cleaning prior to opening. Charges will be billed to the exhibitor.

Exhibitors are not permitted to carpet outside their booth area without prior permission from the American College of Gastroenterology.

Furniture is not provided with the booth space and is the sole responsibility of the exhibitor.

Catering Guidelines

Exhibitors are permitted to distribute food and beverages within their booth space. All catering items must be ordered through Music City Center. A menu selection and order form will be included in the Official Exhibitor Service Manual.

Company Descriptions and Logos

Exhibitors will be contacted with their booth confirmation and regarding submission of the company description, logo and contact information. Companies have until September 4th to submit this information. The descriptions, and contact information will be used in the printed materials distributed onsite during the meeting as well as in the online itinerary planner and the eventScribe® meeting app to assist attendees with navigating the Exhibit Hall.

Conduct of Exhibits

Interviews, demonstrations and the distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising matter outside the exhibitor's own booth will not be permitted.

Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Use of microphones, television or other sound aspects of displays, compressed air, gases or other similar media must be confined to the booth area, may not interfere with other exhibitors and are subject to being prohibited by Management, which shall have absolute discretion in its judgment on such matters. Character of the exhibits is subject to approval of the College.

ACG reserves the right to determine the acceptability of applications for exhibit space. The products or services to be exhibited must be of professional or educational interest and related to the field of gastroenterology. The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. The Management of the American College of Gastroenterology reserves the right to remove at any time any exhibit deemed undesirable without refund. Management's decision must be accepted as final in any disagreement between exhibitors.

Exhibit Services / EAC Requirements

The College and Exhibit Management (including exhibit managers, decorators, etc.) make every effort to accommodate exhibitors who prefer to use the services of subcontractors with whom the exhibitor contracts or assigns certain duties. However, it is the Exhibit Management's responsibility to ensure that the Exhibit Hall opens on time and that all regulations are observed. Therefore, the exhibitor acknowledges and assigns to the Exhibit Management the right and discretion to undertake any activities or services, on behalf of the exhibitor and at the exhibitor's expense, which the Exhibit Management believes are needed to meet these requirements, if those activities or services have not been timely provided by the exhibitor or by any subcontractor designated by the exhibitor.

Exhibitor agrees to be financially responsible for any debts incurred either by himself, by his subcontractor(s), or by Exhibit Management on his behalf, both generally and under the specific circumstances noted above. The exhibitor specifically agrees to indemnify the College, exhibition management and their agents and to hold them harmless in any dispute over fees. In the event that a subcontractor fails to make payment to the College, Exhibit Management or any agent of either for any costs incurred on the exhibitor's behalf, for whatever reason—including bankruptcy of the subcontractor, or payment dispute—exhibitor agrees that such fees are his direct responsibility. Nothing included above shall constitute an obligation upon the College, or Exhibit Management or their agents to arrange for or otherwise provide any activities and services normally the obligation of the exhibitor, and not specifically provided for elsewhere in this Agreement.

Exhibitor designated contractors must carry their own insurance to cover exhibit material against damage and loss, as well as public liability insurance of at least \$1 million per occurrence and \$1 million aggregate against injury to the person and property of others. A certificate of insurance naming the American College of Gastroenterology as additional insured must be received at least 30 days prior to the Exhibit Hall opening.

Exhibitor Service Kit

A complete Official Exhibitor Service Kit from the Official Decorator will be available in July 2020. A link to the Kit will be available on the ACG 2020 meeting website and will be emailed to each exhibitor.

FDA Guidelines

The FDA imposes rules and regulations on some of the products exhibited at healthcare meetings. It is the exhibitor's responsibility to understand and follow the FDA rules and regulations. Specific information may be obtained from the FDA.

Fire Regulations

All materials used in the Exhibit Hall must be flame proofed and fire resistant in order to conform to the local fire ordinances and in accordance with regulations established by the local Fire Department. Crepe paper or corrugated paper, flame proofed or otherwise, will not be permitted. Excelsior or other paper is not to be used in crating merchandise.

Display racks, signs, spotlights and special equipment must be approved before usage, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fireproof may be dismantled. All aisles and exits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.

Giveaways and Promotional Items

The American College of Gastroenterology requires approval for giveaways. A giveaway approval form will be included in the Official Exhibitor Kit. All exhibitors planning to give away products, novelties, souvenirs or any other item other than company literature are required to complete the form.

Hospitality Suites

Only those companies participating in the commercial exhibit program will be allowed to conduct hospitality suites in Nashville. Suites are limited to hospitality and may not be used to display products or services. These hospitality suites may not be open or advertised to be open at times that conflict with official functions of the College such as scientific sessions or College sponsored social functions (including exhibits).

Independence of ACG CME Education in Accordance with ACCME Requirements

The ACG and the exhibiting company agree to the following conditions:

- **Arrangements for commercial exhibits** or advertisements cannot influence planning or interfere with the presentation, nor can they 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. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME activities.
- **For live, face-to-face CME**, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.

- **The ACG educational program/CME activity**, during which exhibits are conducted in a separate area, is intended for scientific and educational purposes and will not directly or indirectly promote the company's products.
- **In compliance with the ACCME Standards for Commercial Support**, no honoraria or reimbursements will be paid directly by a commercial interest to a presenter, planning committee member or author.
- **ACG and the exhibiting companies agree** to abide by all of the requirements of ACCME's Standards for Commercial Support of Continuing Medical Education.

Interpretation

All matters and questions not specifically covered by these Rules and Regulations are subject to the decision of the American College of Gastroenterology. Exhibitors agree to comply with all subsequent reasonable rules adopted or changed by the College. Any changes will be provided to exhibitors in writing.

Liability and Insurance

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold the American College of Gastroenterology, and their employees and agents harmless against all claims or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the American College of Gastroenterology, Music City Center, their employees and agents.

In addition, Exhibitor acknowledges that the American College of Gastroenterology and Music City Center do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property loss/damage insurance covering such losses by the Exhibitor.

Labor

Labor must be used in accordance with local union requirements in the erection and dismantling of exhibits. Exhibitors utilizing firms other than the Official Decorator are requested to notify the American College of Gastroenterology in writing with the name of the contractor. Those exhibitors will be required to present a Certificate of Insurance from such outside contractors to protect the American College of Gastroenterology against disputes arising from services not performed. The exhibitor agrees that if outside contractors do not perform labor services in a reasonable period of time, the Official Contractor will provide for labor services and the exhibitor will be invoiced accordingly.

Exhibitor designated contractors must carry their own insurance to cover exhibit material against damage and loss, as well as public liability insurance of at least \$1 million per occurrence and \$1 million aggregate against injury to the person and property of others. A Certificate of Insurance naming the American College of

Gastroenterology as additional insured must be received at least 30 days prior to the Exhibit Hall opening.

Lead Retrieval

Lead retrieval services are available at ACG 2020. Information will be included in the Official Exhibitor Service Kit and at acgmeetings.gi.org.

Mailing Lists

Exhibitors have the opportunity to request the ACG 2019 attendee list, ACG 2020 pre-registration or ACG membership list. A request form and rules and regulations will be available in the Official Exhibitor Service Kit and online at acgmeetings.gi.org. Mailers must be approved by the ACG prior to receiving the list(s) and must include reference to either the company booth space at ACG 2020 or an official company sponsored event during ACG 2020.

Meeting Room Rental

A limited number of meeting rooms will be made available at area hotels for exhibitor use. It is strongly recommended that requests for meeting space are sent as early as possible as meeting rooms fill very quickly. A request form will be available online at acgmeetings.gi.org and in the Official Exhibitor Service Kit.

Mergers and Acquisitions

Companies that have merged with or purchased another company may use the priority points from either company, whichever is higher, but may not combine the priority point totals. The ACG must be notified by both companies' that the acquisition or merger is complete. Request for transfer of points must also be submitted in writing to the ACG by the parent company.

Mobile and Airport Advertising

ACG must approve all mobile advertising including advertising appearing on taxi-cabs and shuttle buses or advertising appearing at airports servicing the Nashville area. An advertising fee may apply if permission is granted.

Non-Exhibitors

No firm or organization not assigned space in the Exhibit Hall will be permitted to solicit business within the Exhibit Hall or elsewhere in Music City Center. Exhibitors are requested to inform the College of their knowledge of any such occurrence.

Official Drayage Contractor

Freeman has been designated as the official drayage contractor. The official contractor is responsible for maintaining all in and out traffic schedules at the show site and handling the move-in and move-out of all exhibitors' materials and equipment. Freeman maintains control and has priority at the loading areas at all times.

Official General Service Contractor

General questions regarding any services should be directed to:

FREEMAN

Tel: (615) 884-5785

FreemanNashvilleES@freeman.com

Photography and Videotaping

Exhibitors, Attendees, Guests and Media are strictly prohibited from taking still photography, video or audio recording of the Exhibit Hall or any educational session or event of the meeting for publication, rebroadcast or placement on a non-ACG website or print publication without prior written permission from the ACG. Still photography is permitted only for personal, non-commercial purposes, including social media. For more information contact Elaine McCubbin at emccubbin@gi.org. Media should contact ACG at mediaonly@gi.org.

Prizes and Lotteries

Prizes and lotteries are permitted at the ACG Annual Scientific Meeting provided they remain professional in nature. Written permission from the ACG is required. The exhibitor is responsible for any permits, occupational licenses and city/state sales taxes, if applicable. The ACG reserves the right to restrict activities that it deems inappropriate or unprofessional.

Protection of the Convention Center

Exhibitors will be held liable for any damage caused to Music City Center property and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the facilities or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor.

If any controversy arises as to the need or propriety, the Convention Center Management will be the final judge thereof and their decision shall be binding on all parties concerned.

Room Drops

The American College of Gastroenterology will offer the opportunity for exhibitors to participate in room drops. Exhibitors may only use the ACG's official room drop vendor. Individual room drops are strictly prohibited. A room drop rate card with room drop rates and delivery dates will be included on the ACG 2020 meeting website.

Sales and Order Taking

The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations related to the field of gastroenterology. Sales and order taking are permitted if transactions are conducted in a manner consistent with the professional nature of the meeting. The ACG reserves the right to restrict sales activities that it deems inappropriate, unprofessional, or unrelated to the field of gastroenterology.

All producers of events as well as individual exhibitors and/or other vendors, who conduct sales during an event, are responsible for obtaining the appropriate business license(s) and for paying all applicable state and local taxes.

Exhibitors must collect sales tax as required by the Tennessee Department of Revenue. Please visit <http://www.tennessee.gov/revenue/article/forms-sales-and-use-tax> for forms and details.

ADDITIONAL CONTACT INFORMATION:

Tax Forms: (800)342-1003
Sales & Tax Use: (800)342-1003 or (615)253-0600
Tennessee Sales Tax: 9.25%

Security

Security shall be furnished by Management to be on duty in the Exhibit Hall when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. Exhibitors should not leave valuable materials or equipment on the exhibit floor outside the hours when exhibits are open. If security is required in your booth during or after normal show hours, you may contract directly with ACG's security contractor for that service. Information and order forms will be included in the Official Exhibitor Services Kit. The American College of Gastroenterology can assume no responsibility for any losses sustained by exhibitors. Complete information regarding drayage will be forwarded with the Official Exhibitor Information Kit after confirmation of space assignment.

Set-Up/Dismantle Details

Installation of Exhibits

Friday, October 23 7:00 am – 5:00 pm
Saturday, October 24 7:00 am – 5:00 pm
Sunday, October 25 7:00 am – 12:00 noon

All exhibit crates must be empty and tagged for storage no later than 2:00 pm on Saturday, October 24.

All large display crates must be removed from the exhibit floor by 5:00 pm on Saturday, October 24, in order for the service contractor to have access to install the aisle carpet.

All installation must be completed by 12:00 noon on Sunday, October 25.

Display space not claimed and occupied by 12:00 noon on Sunday, October 25, may be canceled or reassigned without notification or refund.

Dismantling of Exhibits

Tuesday, October 27 4:30 pm – 10:00 pm
Wednesday, October 28 7:00 am – 2:00 pm

Exhibits must not be dismantled, or be in the process of being removed before 4:30 pm on Tuesday, October 27. Exhibitors dismantling before this time may lose earned priority points. All exhibit materials must be removed from the exhibit areas by 2:00 pm on Wednesday, October 28. If the exhibitor fails to remove their materials from the exhibit area in a timely fashion, the exhibitor shall indemnify, hold harmless and defend the American College of Gastroenterology from and against any and all fees or expenses the College must pay to Music City Center as a result of late removal.

Shipping Information

Ship early, prepay all transportation charges. Collect shipments will not be accepted.

Beginning September 22, 2020, advance warehouse shipments should be labeled and consigned as follows:

Exhibiting Company Name / Booth # _____

ACG Annual Mtg 2020 C/O FREEMAN

1701 LEBANON PIKE CIRCLE
NASHVILLE, TN 37210

All shipments should be securely packed and fully prepaid. Bills of lading, showing the number of pieces, description and weight should be forwarded to the drayage agent when shipment is made.

Each exhibitor agrees to ship his material at his own risk and expense. If its services are used, the drayage contractor will store the shipments without charge for 30 days prior to the installation of the exhibit.

The loading area at Music City Center will be under the supervision of FREEMAN. Direct shipments should be labeled and consigned as follows, and delivery may begin on
Friday, October 23, 2020:

Exhibiting Company Name / Booth # _____

ACG Annual Mtg 2020 C/O FREEMAN

MUSIC CITY CENTER
700 KOREAN VETERANS BLVD
NASHVILLE, TN 37203

Signs

A uniformly lettered, two-line decorative sign, 7" x 44", indicating the company name and booth number, will be furnished and properly located at the top of the back of each inline and corner booth. Additional signs for display purposes may be ordered from the Official Decorator.

Island booths are permitted to hang signs from the ceiling, however, they may not exceed the 20' height limitation as measured from the top of the sign to the floor. Inline and corner booths are not permitted to have hanging signs over their booth space.

Staffing

Each exhibit must be fully operational and staffed during the open exhibit hours. All participants affiliated with exhibits must be registered. Exhibitors utilizing firms other than the Official Decorator must obtain exhibitor set-up badges for non-booth personnel to use during set-up and teardown on:

Friday, October 23 7:00 am – 5:00 pm
Saturday, October 24 7:00 am – 5:00 pm
Sunday, October 25 7:00 am – 12:00 noon
Tuesday, October 27 4:30 pm – 10:00 pm
Wednesday, October 28 7:00 am – 2:00 pm

Everyone must have either an ACG Badge or an Exhibitor Set-up Badge during set-up and teardown. Badges may be picked up at the registration area as follows:

Friday, October 23 6:00 am – 5:00 pm
Saturday, October 24 7:00 am – 5:15 pm
Sunday, October 25 7:00 am – 6:30 pm
Monday, October 26 6:00 am – 5:00 pm
Tuesday, October 27 6:00 am – 5:00 pm
Wednesday, October 28 6:30 am – 12:15 pm

Registration times are subject to change, so please confirm times prior to arrival.

Badges are not to be issued to representatives of leasing companies, financial institutions, publishers, suppliers, vendors, or others who wish to gain admittance for the purpose of making contact other than in your exhibit. An exhibitor may not register any other person eligible for paid registration.

Subletting Space

The subletting, assignment or apportionment of the whole or of any part of his space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in his space any goods other than those manufactured or handled by the contract exhibitor, nor permit the solicitation of business by others within his space.

Surveys

Surveys must be conducted within the confines of the exhibit booth space. Exhibit personnel are prohibited from leaving the booth to encourage attendees to complete a survey.

Transportation

ACG prohibits companies from providing attendee transportation. If you have any questions, please contact Elaine McCubbin at emccubbin@gi.org.

Violations

Exhibitors who violate any provision of the official rules and regulations may face penalties commensurate to the severity of the violations. This may include, but is not limited to, loss of priority points, immediate closing of the exhibit without refund and exclusion from future ACG meetings.

Weight Limitations

The weight limit on the floor of the Exhibit Hall is 350 lbs. per net square foot.

APPLICATION FOR EXHIBIT SPACE

2020 ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE
OCTOBER 23 - 28, 2020 • Music City Center, Nashville, TN

American College of Gastroenterology • 6400 Goldsboro Road, Suite 200 • Bethesda, MD 20817-5846
TEL: 301-263-9000; FAX: 301-263-9025 • Attn: Exhibit Manager



We would like to reserve exhibit space for ACG 2020
October 23 - 28, 2020 at Music City Center, Nashville, Tennessee.

PREFERRED BOOTH SIZE _____

1st Choice	2nd Choice	3rd Choice	4th Choice	5th Choice	6th Choice

FOR ACG USE ONLY

ASSIGNMENT _____

BOOTH NUMBER(S)

DIMENSIONS

PRICE

We do not wish to be in close proximity to the following companies: _____

We do wish to be in close proximity to the following companies: _____

We understand that the cost of exhibit space is as follows: \$3,400 per 10x10 exhibit space, \$3,600 per corner, \$40.00 per square foot island. Payment in full must accompany your booth application. A service fee of 25% of the total booth cost will apply to any cancellation or space reduction prior to March 16, 2020. No refunds will be issued at any time to firms canceling if space cannot be resold or the trade show floor does not sell out. There will be no refunds whatsoever for space canceled after March 16, 2020. All exhibitors agree to abide by the Official Rules and Regulations. Please make checks payable to: American College of Gastroenterology. If you wish to pay by credit card, please fill in the required information below. American Express, VISA, and MasterCard accepted. A service fee of 4% will be applied to each credit card payment.

COMPANY NAME _____ CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP/POSTAL CODE _____

PHONE _____ E-MAIL ADDRESS _____

CREDIT CARD NUMBER _____ EXPIRATION DATE _____

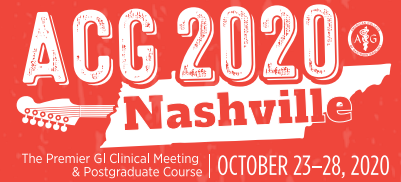
CARDHOLDER'S NAME (PRINT) _____ CARDHOLDER'S SIGNATURE _____

ALL CORRESPONDENCE WILL BE CONDUCTED WITH THE PERSON LISTED ABOVE. NO REFUNDS WILL BE ISSUED TO FIRMS CANCELING IF SPACE CANNOT BE RESOLD OR IF TRADE SHOW FLOOR DOES NOT SELL OUT. NO REFUNDS WHATSOEVER FOR SPACE CANCELED AFTER MARCH 16, 2020

SPONSORSHIP APPLICATION

2020 ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE
OCTOBER 23 - 28, 2020 • Music City Center, Nashville, TN

American College of Gastroenterology • 6400 Goldsboro Road, Suite 200 • Bethesda, MD 20817-5846
TEL: 301-263-9000; FAX: 301-263-9025 • Attn: Exhibit Manager



We would like to reserve the following sponsorship opportunities for ACG 2020

October 23 - 25, 2020 at Music City Center, Nashville, Tennessee.

COMPANY NAME

CONTACT NAME

ADDRESS

CITY

STATE

ZIP/POSTAL CODE

PHONE

E-MAIL ADDRESS

CREDIT CARD NUMBER

EXPIRATION DATE

CARDHOLDER'S NAME (PRINT)

CARDHOLDER'S SIGNATURE

ACG 2020 SPONSORSHIP _____

ACG 2020 SPONSORSHIP POLICIES AND PROCEDURES

All companies who sponsored an activity at ACG 2019 have the first right of refusal for renewal of the same sponsorship in 2020. Renewal of any sponsorship must have been secured by **February 14, 2020**. Payment for any sponsorship must be made within 30 days after application has been accepted and an invoice has been mailed. No cancelations will be accepted. ACG 2020 sponsorship and promotional opportunities are only available to companies exhibiting at ACG 2020.

All sponsors of ACG 2020 receive the following standard acknowledgements:

- ✓ Recognition in the Meeting News "Thanks to Our Sponsors"
- ✓ Listing on ACG meeting website "Thanks to Our Sponsors"
- ✓ Recognition in the ACG Final Program Book

In order to receive the standard recognition as listed, sponsorship(s) must be secured by **July 31, 2020**. Depending on the sponsorship opportunity, additional acknowledgement may apply.



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