

AMERICAN COLLEGE  
OF GASTROENTEROLOGY

# ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE | *Virtual*

**ACG 2020**   
**virtual**

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

**EXHIBITOR / SPONSORSHIP  
PROSPECTUS**



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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 PRACTICE, LEARN THE LATEST CLINICAL INFORMATION ON KEY GI TOPICS, AND SEE THE LATEST ADVANCES IN GASTROINTESTINAL TECHNOLOGY AND THERAPEUTICS THROUGHOUT THE EXHIBIT HALL.

AFTER PAINSTAKING CONSIDERATION OF THE MANY CHALLENGES OF SAFELY CONVENING IN NASHVILLE FOR ACG'S 2020 ANNUAL SCIENTIFIC MEETING, THE ACG BOARD OF TRUSTEES HAVE MADE THE DIFFICULT DECISION TO PIVOT TO A COMPLETELY VIRTUAL EXPERIENCE. THE HEALTH, SAFETY AND WELLBEING OF OUR PARTICIPANTS AND SUPPORTERS IS ALWAYS OUR PRIMARY CONCERN. WE RECOGNIZE WHAT A DIFFICULT YEAR THIS HAS BEEN FOR EVERYONE, BUT WE ALSO KNOW THAT WE MUST CONTINUE FORWARD AND MEET TOGETHER, NETWORK TOGETHER, EDUCATE EACH OTHER IN WHATEVER FORMAT WE CAN.

WE ARE VERY EXCITED THAT WE WILL BE OFFERING THE ENTIRE ACG MEETING, PLUS ADDITIONAL NEW INNOVATIVE PROGRAMMING AND EVENTS THROUGH A VERY ROBUST VIRTUAL PLATFORM. A LIVE PROGRAM WITH OPPORTUNITIES FOR Q & A WITH EXPERT FACULTY IN REAL-TIME WILL TAKE PLACE OVER OUR SAME DATES FROM OCTOBER 23 - 28. THE GOOD NEWS IS THAT OUR DIGITAL FORMAT NOW MAKES IT POSSIBLE TO EXTEND THE DURATION AND BROADEN THE AUDIENCE FOR THE ACG 2020 EXPERIENCE SINCE ALL ON-DEMAND EDUCATIONAL CONTENT AND PROGRAMMING WILL REMAIN AVAILABLE TO ATTENDEES FOR 90 DAYS AFTER THE CONFERENCE ENDS. WE WILL ALSO ALLOW NEW REGISTRATIONS FOR A FULL 60 DAYS AFTER THE CONFERENCE.

ON BEHALF OF THE LEADERSHIP OF THE COLLEGE AND OUR MEMBERS, WE ARE SO GRATEFUL TO THOSE COMPANIES WHOSE PARTNERSHIP AND SUPPORT FOR THE GI COMMUNITY MEANS SO MUCH TO THE SUCCESS OF THE ACG ANNUAL SCIENTIFIC MEETING. WE ARE EAGER TO SHARE THIS DIGITAL EXPERIENCE WITH YOU AND TO CREATE MEANINGFUL OPPORTUNITIES FOR VIRTUAL CONNECTION AND COLLABORATION UNTIL WE CAN BE TOGETHER AGAIN.

# Expand Your Reach

CONNECT WITH ACG 2020 PARTICIPANTS  
LIVE FROM OCTOBER 23 - JANUARY 31

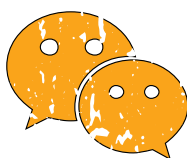
The ACG is aware that it is a challenge to replace the connections and interactions that only an in-person meeting can provide. We want to help you maintain your customer relationships.



SHARE YOUR MESSAGE



GENERATE LEADS



CONNECT WITH GASTROENTEROLOGISTS

## Contacts:

### Exhibits and Sponsorships

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JOIN ACG  
& THOUSANDS OF  
GASTROENTEROLOGISTS!

EXHIBIT AT  
**ACG 2020**  
*Virtual*

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# WHAT IS INCLUDED WITH MY VIRTUAL BOOTH?

- ✓ **WELCOME VIDEO** – welcome ACG 2020 participants to your virtual booth and tell them a little bit about your company or product.
- ✓ **LIVE CHAT** – you set the days and times when you are available to chat with participants in your booth space.
- ✓ **COMPANY OVERVIEW** – give attendees more information about your company or product as well as contact details.
- ✓ **LIVE MEETING ROOM** – meet 1:1 with attendees or set up sessions for up to 20 participants. Each exhibitor will receive one live meeting room. Additional meeting rooms are available for purchase (see *page 11 for details*)
- ✓ **LEAD CAPTURE** – create an “Email me with more information” page where attendees can enter their contact details. Have attendees “check-in” using this function when visiting your virtual booth, participating in meetings or taking part in the live chats.
- ✓ **PROVIDE RESOURCES FOR DOWNLOAD** – including product information and whitepapers.
- ✓ **LINK ATTENDEES TO YOUR WEBSITE AND SOCIAL MEDIA** channels.
- ✓ **ROBUST REPORTS** including:
  - Number of attendees that visited your booth
  - Number of video views
  - Number of times your booth has been favorited by participants
  - Number of visits to your live meeting room
  - Lead retrieval contact data
  - Chat transcription
  - Number of downloads for each of your promotional resources
  - Number of meetings scheduled with attendees from your company booth staff with meeting details (date, time, attendees, answers to overall questions and profile data)
- ✓ **RAFFLE OPPORTUNITY** – ACG will provide a page where all companies raffling off a prize can be listed for free! Raffle listing includes your company name and logo, the item you are raffling and deadline to enter and any requirements for entering. From there attendees must visit your booth and provide their contact details for a chance to win. A great way to generate more leads!
- ✓ **A FULL LIST OF ALL PARTICIPANTS POST CONFERENCE**  
One after the live event in October and a supplement with new registrants between October 28 and January 31, including name and mailing address.
- ✓ **COMPANY LISTING IN THE MEETING APP** – including company logo, company contact information, and company description for attendees to refer to during the conference and for 5 years after the meeting!



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## DIGITAL SPONSORSHIPS

### Email Blasts

You provide your email message and we will send the email on your behalf.

#### Blasts to ACG Members

**10,000 per email** (*limited availability*)

#### Blasts to ACG 2020 Participants

**\$3,500 per email** (*limited availability*)

### ACG 2020 Meeting App - **SOLD OUT**

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!

### ACG 2020 Meeting Website - **SOLD OUT**

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 December 2020—9 months of advertising. Your leaderboard ad will appear on the ACG meeting website home page ([acgmeetings.gi.org](http://acgmeetings.gi.org)).

### Exhibit Hall Scavenger Hunt **\$7,500**

Keep the traffic flowing to your virtual booth by participating in the Exhibit Hall Scavenger Hunt.

The Scavenger Hunt is a gamification feature in the meeting app. While playing the Scavenger Hunt, attendees will visit your virtual 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.

### Virtual Registration Bag **\$4,000**

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. Include your 1-page PDF in the Virtual Reg Bag.

## EVENT SPONSORSHIPS

### GI Jeopardy Competition **\$10,000**

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 online. 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 game and on all listings promoting the event. All promotion will include "ACG 2020 GI Jeopardy Competition brought to you by *company name*."

### Navigating, Networking, and Negotiating Your First Job Workshop **\$10,000**

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.

All promotion will include "ACG 2020 Navigating, Networking, and Negotiating Your First Job Workshop brought to you by *company name*."

### SCOPY Awards Reception **\$10,000**

ACG's SCOPY recognizes the achievements of ACG members in their community engagement, education and awareness efforts for colorectal cancer prevention. ACG members are invited to submit examples of projects and programs that demonstrate outstanding creativity and commitment to spreading the potentially lifesaving message of the importance of colorectal cancer screening and prevention. Recognize these incredible achievements by supporting the physicians as they accept their award. All event promotion will include "ACG 2020 SCOPY Awards Reception brought to you by *company name*." Reception will take place Sunday, October 25 at 11:00 a.m.

### Women and Minorities in GI Reception - **SOLD OUT**

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. The networking event is jointly sponsored by the Diversity, Equity and Inclusion Committee and the Women in GI Committee in conjunction with the ACG Annual Meeting and Postgraduate Course. All event promotion will include "Women and Minorities in GI Reception brought to you by *company name*."

### Leadership Awards Presentation **\$10,000**

The ACG Leadership Awards Presentation recognizes the highest award recipients of 2020. The ACG President, Mark B. Pochapin, MD, FACC, will present the 2020 ACG President's Special Recognition Award, Berk/Fise Clinical Achievement Award, Community Service Award, International Leadership Award, Masters of the ACG, and the Samuel S. Weiss Award. All event promotion will include "Leadership Awards Presentation brought to you by *company name*."

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## EVENT SPONSORSHIPS (CONT.)

### ACG 2020 #DiversityinGI Virtual 5K

#### *A New Virtual Event Fostering Engagement & Raising Awareness*

At the intersection of healthy physical activity, cultural awareness and social media engagement, this new virtual 5K is a signature offering for ACG 2020 at time when our attendees cannot be together in person. The #DiversityinGI Virtual 5K will celebrate the GI community, shine a light on a critical issue in gastroenterology and medicine, and – importantly during a challenging year – create a fun, healthy, and thoughtful event with potential for widespread social media visibility and engagement, not to mention enthusiasm from a vocal core constituency of ACG members who run! Registrants will run or walk on their own, log their activity online, take photos in race “swag” and celebrate via social media during Virtual ACG 2020 in October.

#### About #DiversityinGI



The College launched its #DiversityinGI social media campaign in April 2019 under the leadership the College’s Public Relations Committee and the ACG Committee on Diversity Equity & Inclusion thanks to the leadership of Dr. Sophie Balzora and Dr. Darrell Gray. Later in 2019, ACG was joined in this effort by the pediatric GI organization,

NASPGHAN. Since then, the ACG membership has embraced the campaign which successfully engaged a broad range of GI physicians and fellows-in-training in the U.S. via social media and resulted in publications which spotlight the issues of diversity, equity and inclusion in gastroenterology and medicine.

The Virtual 5K will be a chance for the entire GI community to show their support, engage in healthy activity, and connect via social media. The sponsorship will help underwrite the registration costs for participants and support the race tee-shirt, bib and a special medal featuring the #DiversityinGI logo and tagline, “I run for Diversity in GI.”

#### Support for ACG’s Summer Scholars Program

Beyond sponsorship to cover the cost of the race registration as well as mailing the race bibs and swag (a tee-shirt and special medal), the proceeds of this sponsorship will benefit the College’s Summer Scholars Program. This initiative provides a summer stipend to medical students and residents from groups under-represented in medicine and gives them research experience and mentoring. This is one way, among many, in which the College is cultivating the next generation of gastroenterologists and enhancing the diversity of the GI specialty.

#### Race Sponsorship Opportunities

##### Champion Sponsors \$15,000 “Champions of Diversity in GI”

*Up to 5 sponsors at this level will offset registration costs to keep them low and encourage widespread participation allowing Race proceeds to benefit the ACG Summer Scholars Program*

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|---|--|
| <ul style="list-style-type: none"><li>✓ One of 5 small logo placements on the Race Shirt below Presenting Sponsor</li><li>✓ Recognition in media materials including press release</li><li>✓ Recognition in social media</li><li>✓ Listing on ACG 2020 Meeting website with linked logo</li></ul> | <ul style="list-style-type: none"><li>✓ Certificate of Appreciate signed by ACG President Dr. Mark Pochapin and ACG PR Chair Dr. Sophie Balzora and Chair of Diversity, Equity &amp; Inclusion Dr. Darrell Gray</li><li>✓ Complimentary race entries for up to 5 employees (includes race tee-shirts, bib and medals) with discounted registration of \$24.99 for additional registrations</li></ul> |
|---|--|

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## PUBLICATION AD SIZES

### 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 virtual booth for more detailed information on your product or service or attend your company's Product Theater presentation or sponsored Symposium. The official ACG 2020 Meeting News will be available online on ACG's main [gi.org](http://gi.org) website as well as ACG's meeting website, [acgmeetings.gi.org](http://acgmeetings.gi.org), for both ACG 2020 attendees and all ACG members to read prior to and during the ACG 2020 virtual conference. Attendees may also access the Meeting News on the virtual meeting platform. The ACG 2020 Meeting News provides meeting, exhibit, and association news and features up-to-the-minute information on daily events.

Size	Dimensions*	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"	\$3,500
1/2 page - horizontal	7 1/2" x 4 1/2"	\$3,000
1/2 page - island/Jr.	4 3/4" x 7 1/2"	\$3,000
1/3 page - vertical	2 1/2" x 9 7/8"	\$2,500
1/3 page - square	4 3/4" x 4 7/8"	\$2,500
1/4 page	3 1/2" x 5"	\$2,000
MATERIALS DUE: OCTOBER 2, 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

# ACG LIVE PROGRAMMING SCHEDULE

## OCTOBER 23-28, 2020

**LIVE INTERACTIVE SESSIONS** ON FRIDAY, OCTOBER 23, 2020 • 2:00 PM – 8:30 PM (ET)

2:00 pm	<b>WHAT'S NEW IN GI PHARMACOLOGY COURSE</b> <b>PPI-Refractory Heartburn, Gastric Acid Inhibition, Disaccharidase Deficiencies, and Exocrine Pancreatic Insufficiency</b> <i>Q &amp; A with the Faculty: William D. Chey, MD, FACP, Michael F. Vaezi, MD, PhD, MSc(Epi), FACP, David C. Whitcomb, MD, PhD, FACP, and Rena Yadlapati, MD, MSHS</i>  <i>Moderated by Course Directors Brooks D. Cash, MD, FACP, and William D. Chey, MD, FACP</i>	4:00 pm	<b>GI PATHOLOGY AND IMAGING COURSE</b> <b>Understanding the Hepatobiliary System: Pathology and Imaging of the Liver and Gallbladder</b> <i>Q &amp; A with the Faculty: Scott R. Owens, MD, and Zarine Shah, MD</i> <i>Moderated by Course Directors Olga C. Aroniadis, MD, MSc, and Anita Afzali, MD, MPH, FACP</i>	6:00 pm	<b>PRACTICE MANAGEMENT SUMMIT</b> <b>Artificial Intelligence in Gastroenterology and Improving Efficiency in Your Practice</b> <i>Q &amp; A with the Faculty: Shivangi T. Kothari, MD, FACP, Prateek Sharma, MD, FACP, and Sapna V. Thomas, MD, FACP</i>
2:30 pm	<b>Break</b>	4:20 pm	<b>Break</b>	6:20 pm	<b>Break</b>
2:40 pm	<b>WHAT'S NEW IN GI PHARMACOLOGY COURSE</b> <b>Fecal Incontinence, IBD Therapies, Hepatitis B, and Celiac Disease</b> <i>Q &amp; A with the Faculty: Kimberly A. Brown, MD, Brooks D. Cash, MD, FACP, Sunanda V. Kane, MD, MSPH, FACP, and Joseph A. Murray, MD, FACP</i>  <i>Moderated by Course Directors Brooks D. Cash, MD, FACP, and William D. Chey, MD, FACP</i>	4:30 pm	<b>GI PATHOLOGY AND IMAGING COURSE</b> <b>Polyps, Tumors, IBD, and More: Pathology and Imaging of the Colon and Rectum</b> <i>Q &amp; A with the Faculty: Emma E. Furth, MD, and David J. Vining, MD</i>  <i>Moderated by Course Directors Olga C. Aroniadis, MD, MSc, and Anita Afzali, MD, MPH, FACP</i>	6:35 pm	<b>PRACTICE MANAGEMENT SUMMIT</b> <b>Importance of "Customer Care" in Your Practice</b> <i>Q &amp; A with the Faculty: Harish K. Gagneja, MD, FACP, Klaus Mergener, MD, PhD, FACP, and Amy S. Oxentenko, MD, FACP</i>
3:10 pm	<b>Break</b>	4:50 pm	<b>GI PATHOLOGY AND IMAGING COURSE</b> <b>Exploring the GI Tract: Pathology and Imaging of the Small Bowel and Pancreas</b> <i>Q &amp; A with the Faculty: David N. Lewin, MD, and Jessica G. Zarzour, MD</i>  <i>Moderated by Course Directors Olga C. Aroniadis, MD, MSc, and Anita Afzali, MD, MPH, FACP</i>	6:55 pm	<b>PRACTICE MANAGEMENT SUMMIT</b> <b>Leadership and Emotional Intelligence</b> <i>Q &amp; A with the Faculty: Vivek Kaul, MD, FACP, Mark B. Pochapin, MD, FACP, Aasma Shaikat, MD, MPH, FACP, and Sapna V. Thomas, MD, FACP</i>
3:40 pm	<b>GI PATHOLOGY AND IMAGING COURSE</b> <b>Swallowing and Digestion: Pathology and Imaging of the Esophagus and Stomach</b> <i>Q &amp; A with the Faculty: Nicole C. Panarelli, MD, and Douglas S. Katz, MD, FACR</i>  <i>Moderated by Course Directors Olga C. Aroniadis, MD, MSc, and Anita Afzali, MD, MPH, FACP</i>	5:10 pm	<b>Break</b>	7:15 pm	<b>Break</b>
		5:40 pm	<b>PRACTICE MANAGEMENT SUMMIT</b> <b>2020 Year in Review: Coding Updates and Lessons Learned From Going the Private Equity Route</b> <i>Q &amp; A with the Faculty: Kathleen A. Mueller, RN, CPC, CCS-P, CMSCP, Sapna V. Thomas, MD, FACP, and Jay N. Yepuri, MD, MS, FACP</i>	7:30 pm	<b>PRACTICE MANAGEMENT SUMMIT</b> <b>Physician Compensation – With Live Chat</b> <i>Moderator: Ralph D. McKibbin, MD, FACP, and Sapna V. Thomas, MD, FACP</i> <ul style="list-style-type: none"> <li>• <b>Negotiation</b> Vonda G. Reeves, MD, MBA, FACP</li> <li>• <b>Physician Compensation Data</b> Costas H. Kefalas, MD, MMM, FACP</li> <li>• <b>Panel Discussion</b> Harish K. Gagneja, MD, FACP, Vivek Kaul, MD, FACP, Costas H. Kefalas, MD, MMM, FACP, Irving M. Pike, MD, FACP, Vonda G. Reeves, MD, MBA, FACP, and Louis J. Wilson, MD, FACP</li> </ul>
				8:30 pm	<b>Virtual ACG 2020 Adjourns for the Day</b>



# LIVE STREAMING POSTGRADUATE COURSE SESSIONS

SATURDAY – SUNDAY  
OCTOBER 24–25, 2020

## SATURDAY, OCTOBER 24 • 10:50 AM – 9:00 PM (ET)

- 10:50 am Welcome and Introduction by Course Directors**  
*Vivek Kaul, MD, FACP, and Laura E. Raffals, MD, MS, FACP*
- 11:00 am DAVID SUN LECTURE** Cardiogastroenterology: Intersectional Thinking to Meet New Clinical Needs  
*Presented by: Neena S. Abraham, MD, MSc (Epid), FACP*  
*Introduced by: Mark B. Pochapin, MD, FACP, ACP President*
- 11:30 am SESSION 1A: IBD: A Personalized Approach to a Complex Disease**  
– *Clinical Pearls with Live Q&A*
- **Pearls in IBD Management**  
*Laura E. Raffals, MD, MS, FACP*
  - **Updates in the Treatment of Crohn's Disease**  
*David A. Schwartz, MD, FACP*
  - **Positioning Treatment in Ulcerative Colitis**  
*Marla C. Dubinsky, MD*
  - **De-escalation of IBD Treatment: When Can We Back Off?**  
*David T. Rubin, MD, FACP*
- 12:00 pm SESSION 1B: Esophagus** – *Clinical Pearls with Live Q&A*
- **Esophageal Dysmotility: Evaluation and Treatment**  
*John E. Pandolfino, MD, MSCI, FACP*
  - **Management of Esophageal Strictures**  
*Vani J.A. Konda, MD, FACP*
  - **Multimodal Management of BE Dysplasia/Neoplasia**  
*Nicholas J. Shaheen, MD, MPH, FACP*
  - **Eosinophilic Esophagitis Treatment Approaches in 2020**  
*Prasad G. Iyer, MD, FACP*
- 12:30 pm SESSION 1C: Endoscopy** – *Clinical Pearls with Live Q&A*
- **Risk Management, Quality, and Safety in the Endoscopy Unit**  
*Vivek Kaul, MD, FACP*
  - **Evidence-Based Approach to Endosurgery: Does It Make the Cut?**  
*Navtej S. Buttar, MD*
  - **Interventional EUS: A Primer for the General Gastroenterologist**  
*Laith H. Jamil, MD, FACP*
- 1:00 pm Break – Visit Exhibits**
- 2:00 pm SYMPOSIUM A: Practical Tips and Pearls in IBD Management**  
– *Clinical Pearls with Live Q&A*
- **Managing the Hospitalized IBD Patient**  
*Christina Y. Ha, MD, FACP*
  - **IBD Surveillance, Chromoendoscopy, and Future Directions**  
*Samir A. Shah, MD, FACP*
  - **Preventive Care in IBD**  
*Millie D. Long, MD, MPH, FACP*
- 2:25 pm SYMPOSIUM B: Pancreaticobiliary Disease: Recent Advances**  
– *Clinical Pearls with Live Q&A*
- **Acute Pancreatitis: Why Are Patients Still Dying?**  
*Timothy B. Gardner, MD, MS, FACP*
  - **Screening for Sporadic Pancreatic Cancer: An Update**  
*Suresh T. Chari, MD, FACP*
  - **Evaluation/Management of the Indeterminate Biliary Stricture**  
*Prabhleen Chahal, MD, FACP*

**2:50 pm SYMPOSIUM C: Obesity – Clinical Pearls with Live Q&A**

- **Bariatric Endoscopy: An Inflated Sense of Success?**  
Allison Schulman, MD, MPH
- **Bariatric Surgery: Cannot Bypass the Surgeon!**  
John M. Morton, MD, MPH, MHA, FACS
- **Medical and Behavioral Management of Patients with Obesity: The Foundation for Long-Term Success**  
Shelby A. Sullivan, MD, FACG

**3:30 pm AJG “MOST READ IN RED: COVID-19”:  
A Conversation with AJG Co-Editors in Chief**  
Brian E. Lacy, MD, PhD, FACG, and  
Brennan M. Spiegel, MD, MSHS, FACG

**8:00 pm SCOPY Awards Presentation**  
Join us as we present the 2020 SCOPY Awards recognizing the achievements of ACG members in their community engagement, education and awareness efforts for colorectal cancer prevention.

**8:30 pm ACG Leadership Awards Presentation**  
Join us as we present the 2020 ACG President’s Special Recognition Award, Berk/Fise Clinical Achievement Award, Community Service Award, International Leadership Award, Masters of the ACG, and the Samuel S. Weiss Award.

**9:00 pm Virtual ACG 2020 Adjourns for the Day**

**SUNDAY, OCTOBER 25 • 10:30 AM – 9:00 PM (ET)**

**10:30 am “Endo eLearning” Brunch**  
Digital Endoscopy Training & “How I Approach It” with  
Master Endoscopists

**11:30 am SESSION 2A: Functional GI Disorders – Leveraging the  
Mind-Gut – Clinical Pearls with Live Q&A**

- **Brain-Gut Axis and Its Interaction With the Enteric Microbiome**  
Lin Chang, MD, FACG
- **Positive Psychology Interventions for Functional GI Disorders**  
Laurie A. Keefer, PhD
- **A Practical Approach to the Use of Anti-Depressants for Functional Disorders**  
Brian E. Lacy, MD, PhD, FACG
- **Dietary and CAM Approaches for Management of IBS**  
William D. Chey, MD, FACG

**12:00 pm SESSION 2B: Hepatology Issues in Everyday Practice  
– Clinical Pearls with Live Q&A**

- **Multidisciplinary Management of the NASH Patient**  
Arun J. Sanyal, MD
- **Liver Disease in Pregnancy**  
Nancy S. Reau, MD, FACG
- **Drug-induced Liver Injury**  
K. Gautham Reddy, MD, FACG
- **Viral Hepatitis Treatment Update**  
Kimberly A. Brown, MDG
- **Evaluation of the Patient With a Liver Mass**  
Stanley M. Cohen, MD, FACG

**12:35 pm SESSION 2C: All Things Colon! – Clinical Pearls with Live Q&A**

- **Colorectal Cancer Screening and Surveillance - Incorporating Guidelines Into Practice**  
Mark B. Pochapin, MD, FACG
- **Management of Lower GI Bleeding**  
John R. Saltzman, MD, FACG
- **Hereditary Colorectal Polyposis and Cancer Syndromes**  
Carol A. Burke, MD, FACG

**1:00 pm Break – Visit Exhibits**

**2:00 pm SYMPOSIUM D: A Practical Approach to Anorectal  
Disorders – Clinical Pearls with Live Q&A**

- **The Role of Pelvic Floor Retraining for Dyssynergic Defecation**  
Satish S.C. Rao, MD, PhD, FACG
- **Modern Approaches to Fecal Incontinence**  
Stacy B. Menees, MD, MS
- **Anorectal Manometry Testing: A Primer for the General Gastroenterologist**  
Darren M. Brenner, MD

**2:25 pm SYMPOSIUM E: Endoscopy – Clinical Pearls with Live Q&A**

- **All the Endoscopy vs Surgery RCTs I Could Come Up With!**  
Michael B. Wallace, MD, MPH, FACG
- **GI Emergencies: How to Optimize Outcomes in Dire Circumstances**  
John R. Saltzman, MD, FACG
- **Endoscopy in Special Populations**  
Douglas G. Adler, MD, FACG

**2:50 pm SYMPOSIUM F: Autoimmune and Cholestatic Liver Disease  
– Clinical Pearls with Live Q&A**

- **Predictors of Disease Course in Primary Sclerosing Cholangitis**  
Kris V. Kowdley, MD, FACG
- **Advances in Primary Biliary Cholangitis Treatment**  
David E. Bernstein, MD, FACG
- **Autoimmune Hepatitis**  
Paul Y. Kwo, MD, FACG

**3:30 pm Chief’s Rounds SiriusXM Broadcast**  
Join ACG President, Mark B. Pochapin, MD, FACG, as he talks with special guests.

**4:30 pm Break – Visit Exhibits**

**8:15 pm GI Jeopardy Competition**

**9:00 pm Virtual ACG 2020 Adjourns for the Day**

**ON-DEMAND SESSIONS ARE  
ALSO AVAILABLE!**

PLEASE VISIT [ACGMEETINGS.GI.ORG](https://www.acgmeetings.org) FOR A  
COMPLETE SCHEDULE

# LIVE STREAMING ANNUAL SCIENTIFIC MEETING SESSIONS

## MONDAY, OCTOBER 26 • 2:00 PM – 9:30 PM (ET)

- 2:00 pm Visit Exhibits**
- 2:00 pm SYMPOSIUM 1: Non-IBD Colitides – Clinical Pearls with Live Q&A**
- **Microscopic/Collagenous Colitis: Beyond Budesonide**  
Anita Afzali, MD, MPH, FACP
  - **Poo-pourri: Immune, NSAIDs, and Beyond**  
Aline Charabaty, MD
  - **Bugs, Vectors and Toxins: A Primer on Infectious Colitides**  
Brooks D. Cash, MD, FACP
- 2:30 pm SYMPOSIUM 2: Common Scenarios in Crohn's Disease: What Should I Do? – Clinical Pearls with Live Q&A**
- **Post-Operative Recurrence**  
Miguel D. Regueiro, MD, FACP
  - **Management of Perianal Disease**  
David A. Schwartz, MD, FACP
  - **Small Bowel Crohn's**  
Gil Y. Melmed, MD, MS, FACP
- 3:00 pm PRESIDENTIAL PLENARY SESSION 1 – With Live Q&A**  
Moderators: Brooks D. Cash, MD, FACP, and Mark B. Pochapin, MD, FACP  
Oral papers designated as Best in Category and representing excellence in clinical research.
- 4:00 pm THE AMERICAN JOURNAL OF GASTROENTEROLOGY LECTURE: Foregut Endotherapy: Cutting Edge Technology for 2020 and Beyond**  
Presented by: Christopher C. Thompson, MD, MSc, FACP  
Introduced by: Brian E. Lacy, MD, PhD, FACP, and Brennan M. Spiegel, MD, MSHS, FACP
- 4:30 pm Break – Visit Exhibits**
- 4:30 pm SYMPOSIUM 3: Refractory Conditions of the Esophagus: Diagnosis and Treatment – Clinical Pearls with Live Q&A**
- **Approach to Refractory Esophageal Strictures**  
John C. Fang, MD
  - **Identification and Management of Esophageal Manifestations of Dermatologic Conditions**  
Magnus Halland, MD
  - **Management of Treatment Failure in Achalasia**  
Joel E. Richter, MD, MACG
- 5:00 pm SYMPOSIUM 4: Recent Developments in Barrett's Esophagus – Clinical Pearls with Live Q&A**
- **New Tools for Diagnosis**  
Gary W. Falk, MD, MS, FACP
  - **Current Approach to Ablation**  
Nicholas J. Shaheen, MD, MPH, FACP
  - **Role of Chemoprevention**  
Joel H. Rubenstein, MD, FACP
- 5:30 pm Break – Visit Exhibits**

- 5:30 pm THE 8TH ANNUAL ENDOSCOPY VIDEO FORUM**  
– With Live Voting  
Moderators: Seth A. Gross, MD, FACP, and Vivek Kaul, MD, FACP
- 8:00 pm Daily Wrap Up**  
Daily highlights summarized by the experts providing practice pearls and clinical take-aways from the day's sessions.
- 8:30 pm President's Address – Live**  
Mark B. Pochapin, MD, FACP, ACG President
- 9:00 pm ACG Annual Business Meeting – With Live Chat**  
As required by the College's Bylaws, a meeting open to ACG members.
- 9:30 pm Virtual ACG 2020 Adjourns for the Day**

## TUESDAY, OCTOBER 27 • 2:00 PM – 9:45 PM (ET)

- 2:00 pm Visit Exhibits**
- 2:00 pm SYMPOSIUM 5: NASH – Clinical Pearls with Live Q&A**
- **Natural History of NAFLD**  
Cynthia A. Moylan, MD
  - **Diagnostic Approach to NAFLD**  
Naim Alkhouri, MD
  - **Therapy for NAFLD**  
Zobair M. Younossi MD, MPH, FACP
- 2:30 pm SYMPOSIUM 6: Updates in Liver Transplantation and HCC for the Busy Gastroenterologist – Clinical Pearls with Live Q&A**
- **Liver Transplantation**  
Philip K. Henderson, DO
  - **Outpatient Management of OLT Patients**  
Gina Choi, MD
  - **Hepatocellular Carcinoma Primer**  
Anjana A. Pillai, MD
- 3:00 pm PRESIDENTIAL PLENARY SESSION 2 – With Live Q&A**  
Moderators: Brooks D. Cash, MD, FACP, and David A. Greenwald, MD, FACP  
Oral papers designated as Best in Category and representing excellence in clinical research.
- 4:00 pm J. EDWARD BERK DISTINGUISHED LECTURE: A Septuagenarian's Evolving Reflections on the Practice of Medicine**  
Presented by: Lawrence J. Brandt, MD, MACG  
Introduced by: Mark B. Pochapin, MD, FACP, ACG President
- 4:30 pm Break – Visit Exhibits**
- 4:30 pm GIQuIC - Measuring and Improving Quality in Clinical Practice**

# ON MONDAY - WEDNESDAY, OCTOBER 26 - 28, 2020

- 4:30 pm **Trainees Only Session: The Leadership Journey: Paving Your Own Path for a Successful Career** - *With Live Q&A*
- 5:30 pm **Break - Visit Exhibits**
- 5:30 pm **SYMPOSIUM 7: Nausea and Vomiting: Evolving Insights and Clinical Challenges** - *Clinical Pearls with Live Q&A*
- **Practical Insights From the Neurobiology of Nausea and Vomiting**  
Braden Kuo, MD
  - **Emerging Treatment: Pharmacologic and Non-Pharmacologic Options for Nausea and Vomiting**  
Linda Anh B. Nguyen, MD
  - **Treatment of Gastroparesis: Beyond the Old Standbys**  
Baharak Moshiree, MD, FACP
- 6:00 pm **SYMPOSIUM 8: 50 Shades of Bloating: Multiple Perspectives on a Vexing Condition** - *Clinical Pearls with Live Q&A*
- **It's All Gas Production: Dietary and Microbial Factors**  
Ali Rezaie, MD, MSc
  - **It's All Hot Air: Bloating Is a Sensory Symptom**  
Kyle D. Staller, MD, MPH
  - **Motility Matters Most!**  
Gregory S. Sayuk, MD, MPH, FACP
- 7:30 pm **Daily Wrap Up**  
Daily highlights summarized by the experts providing practice pearls and clinical take-aways from the day's sessions.
- 8:00 pm **EMILY COURIC MEMORIAL LECTURE & CONVERSATION WITH KATIE COURIC**  
*Presented by: Katie Couric*  
*Introduced by: Mark B. Pochapin, MD, FACP, ACG President*
- 9:00 pm **ACG Town Hall - Topic Coming Soon! An Open Forum with ACG Leadership for College Members** - *With Live Chat*
- 9:45 pm **Virtual ACG 2020 Adjourns for the Day**

## WEDNESDAY, OCTOBER 28 • 2:00 PM - 10:00 PM (ET)

- 2:00 pm **Visit Exhibits**
- 2:00 pm **SYMPOSIUM 9: Endoscopy in 2020 and Beyond: An Update** - *Clinical Pearls with Live Q&A*
- **Best Practice Paradigms for Performing a High Quality ERCP**  
Vivek Kaul, MD, FACP
  - **Endoscopic Ultrasound: Current Status and Future Direction**  
Michael J. Levy, MD
  - **Bariatric Endoscopy: Strides Made and the Road Ahead**  
Violeta B. Popov, MD, PhD, FACP

- 2:30 pm **SYMPOSIUM 10: What's New With Small Bowel Disorders?** - *Clinical Pearls with Live Q&A*
- **Common Clinical Scenarios Surrounding Celiac Disease**  
Peter H.R. Green, MD, FACP
  - **Small Intestinal Bacterial Overgrowth: What's New?**  
Richard J. Saad, MD, FACP
  - **Short Bowel Syndrome: An Update**  
Carol E. Semrad, MD, FACP
- 3:00 pm **DAVID Y. GRAHAM LECTURE: From Hepatitis C to COVID-19: Can We Triumph Again?**  
*Presented by: Ira M. Jacobson, MD, FACP*  
*Introduced by: Mark B. Pochapin, MD, FACP, ACG President*
- 3:30 pm **Noteworthy Oral Papers Plenary Session**  
Experts select and summarize clinically relevant and noteworthy Oral Papers
- 4:30 pm **Break - Visit Exhibits**
- 4:30 pm **Career Opportunities for Women in GI**  
Hosted by the ACG Women in GI Committee, this session is geared toward residents and trainees who are facing difficult decisions regarding the future of their medical careers.
- 5:30 pm **ACG GUIDELINES IN IBD: Changing Management and Promoting Quality** - *With Live Chat*
- **Ulcerative Colitis**  
Millie D. Long, MD, MPH, FACP
  - **Crohn's Disease**  
Edward V. Loftus, Jr., MD, FACP
  - **Guideline Implementation - How To Do It**  
Jessica R. Allegretti, MD, MPH
- 7:45 pm **Daily Wrap Up**  
Daily highlights summarized by the experts providing practice pearls and clinical take-aways from the day's sessions.
- 8:15 pm **Keynote Address**  
Check Back for the College's Special Invited Guest Speaker
- 9:15 pm **ACG Town Hall - Topic Coming Soon! An Open Forum with ACG Leadership for College Members** - *With Live Chat*
- 10:00 pm **Virtual ACG 2020 Adjourns**

**ON-DEMAND SESSIONS ARE ALSO AVAILABLE!**

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# EXHIBIT PRICING,

## RULES & REGULATIONS

### PRICING TO EXHIBIT AT ACG 2020 VIRTUAL

#### ➤ **\$4,000 – BASIC**

Includes everything listed on page 4. Basic exhibits will be listed on level 9 of the exhibit hall.

#### ➤ **\$7,500 – UPGRADED**

Includes everything listed on page 4, plus 1 additional live meeting room. Upgraded exhibits will be listed on level 8 of the exhibit hall.

#### ➤ **\$11,000 – PREMIUM**

Includes everything listed on page 4, plus 2 additional live meeting rooms. Premium exhibits will be listed on level 7 of the exhibit hall.

#### ➤ **\$16,000 – PREMIER**

Includes everything listed on page 4, plus 3 additional live meeting rooms. Premier exhibits will be listed on level 6 of the exhibit hall.

#### ➤ **\$24,000 – LEADER**

Includes everything listed on page 4, plus 3 additional live meeting rooms and a virtual registration bag insert. Leading exhibitors will be listed on level 5 of the exhibit hall.

Metal level sponsorship packages are available on a limited basis. Please contact Elaine McCubbin at [emccubbin@gi.org](mailto:emccubbin@gi.org) for details. Metal level sponsors will be listed on the top 4 levels of the exhibit hall (Platinum, Gold, Silver, Bronze) as well as the “Sponsors” section of the virtual meeting platform.

# RULES AND REGULATIONS

## 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](mailto:emccubbin@gi.org) for additional information.

## Cancellation

Exhibitors who purchased booth space at the live conference in Nashville will be shifted to the virtual platform automatically. The company will receive the virtual booth package equal to the amount paid for the live booth. For 2020 only, each company will receive double priority points. If an exhibitor reduces their commitment level, they may do so and opt to apply the difference in booth price to their 2021 exhibit, donate the difference to the ACG Institute or request a refund. Double priority points will not apply. An exhibitor may cancel their 2020 booth space prior to August 1, 2020 and apply their booth payment to their 2021 exhibit space, donate their payment to the ACG Institute or request a refund. **No refunds will be given after the August 1st deadline.**

The ACG Institute for Clinical Research and Education is supported through the G.U.T. Fund. An ongoing fundraising appeal, The G.U.T. Fund provides the necessary resources to take GI forward, blazing new paths for science, clinical practice, and education for physicians, their staffs, and patients. The future holds many challenges—for medicine at large and for GI specifically. Public policy, the insurance, pharmaceutical and device industries, educational costs, environmental impacts, diversity and equity goals, and much more will continue to have great impact on the field. With your support, the ACG Institute will continue to look ahead, navigating challenges and enabling clinicians to provide the best care for their patients.

Exhibitors who did not have booth space booked at the live meeting in Nashville cannot request a refund after the virtual booth space has been confirmed.

## 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.

## 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.

## Prizes and Raffles

Prizes and raffles 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.

## Setting Up the Virtual Booth

ACG will contact exhibitors in early August with detailed instructions on setting up the virtual booth space. Final content is due by September 25th.

## Staffing

The ACG 2020 Virtual meeting platform is available to participants from October 23, 2020 – January 31, 2021. Live presentations will take place from October 23 – 28. Each exhibitor may determine the dates and times when their booth space will be staffed. Dates and times should be listed in the company description area.

# APPLICATION FOR EXHIBIT SPACE

## 2020 ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE

**LIVE PROGRAMMING - OCTOBER 23 - 28, 2020** • Virtual Platform available October 23, 2020 - January 31, 2021

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 Virtual

#### **\$4,000 - BASIC**

Includes everything listed on page 4. Basic exhibits will be listed on level 9 of the exhibit hall.

#### **\$7,500 - UPGRADED**

Includes everything listed on page 4, plus 1 additional live meeting room. Upgraded exhibits will be listed on level 8 of the exhibit hall.

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#### **\$24,000 - LEADER**

Includes everything listed on page 4, plus 3 additional live meeting rooms and a virtual registration bag insert. Leading exhibitors will be listed on level 5 of the exhibit hall.

Payment in full must accompany your booth application. There will be no refunds whatsoever for space canceled. 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 WHATSOEVER FOR SPACE CANCELED.

# SPONSORSHIP APPLICATION

## 2020 ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE

**LIVE PROGRAMMING - OCTOBER 23 - 28, 2020** • Virtual Platform available October 23, 2020 - January 31, 2021

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TEL: 301-263-9000; FAX: 301-263-9025 • Attn: Exhibit Manager



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

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

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.





