

AMERICAN COLLEGE  
OF GASTROENTEROLOGY



# ANNUAL SCIENTIFIC MEETING & Postgraduate Course

OCTOBER 22-27, 2021  
MANDALAY BAY RESORT & CASINO  
LAS VEGAS, NEVADA

**EXHIBITOR /  
SPONSORSHIP**  
PROSPECTUS



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**“ THE ANNUAL  
MEETING WAS  
EXCELLENT!**

We love partnering  
with ACG and look  
forward to many  
years of joint  
success. ”

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—ACG Sponsor

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# ACG 2021

## ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE

*Everything You Love About ACG and More*

**FOR THE FIRST TIME, ACG IS OFFERING A HYBRID CONFERENCE WITH OPPORTUNITIES FOR ATTENDEES AND EXHIBITORS TO PARTICIPATE BOTH IN-PERSON IN LAS VEGAS AND ONLINE THROUGH OUR ACG 2021 VIRTUAL CONFERENCE PLATFORM.** Education will be live streamed to virtual attendees; scientific posters will be available to view live in Las Vegas and digitally on the conference platform and exhibitors will have the opportunity to interact with attendees in their physical booth and within their virtual space. 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. We are thrilled to be able to expand our conference and reach a larger audience than ever before.

We understand safety is top of mind when considering the return to live events. The American College of Gastroenterology is committed to providing the highest safety standards for all attendees, exhibitors, staff, and vendors during ACG 2021 in Las Vegas. We are consistently monitoring regulations, guidelines, and best practices so we can safely meet again in person. ACG is working closely with Mandalay Bay, our decorator, Freeman and others to ensure we are keeping up to date on all recommendations. We will continue to update exhibitors throughout the year on developments.

**Read on to learn more about exhibitor and sponsorship opportunities at ACG 2021 and continue to visit [acgmeetings.gi.org](http://acgmeetings.gi.org) for updates.**

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### **Contacts**

#### **Exhibits and Sponsorships**

##### **Elaine McCubbin**

Vice President, Meetings & Exhibitions  
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Bethesda, MD 20817  
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[emccubbin@gi.org](mailto:emccubbin@gi.org)

#### **Sponsorships**

##### **Mark Mrvica**

M.J. Mrvica Associates, Inc.  
2 W. Taunton Avenue  
Berlin, NJ 08009  
P. 856-768-9360  
F. 856-753-0064  
[markmrvica@mrvica.com](mailto:markmrvica@mrvica.com)

# 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

2020 Virtual Conference – 7,661

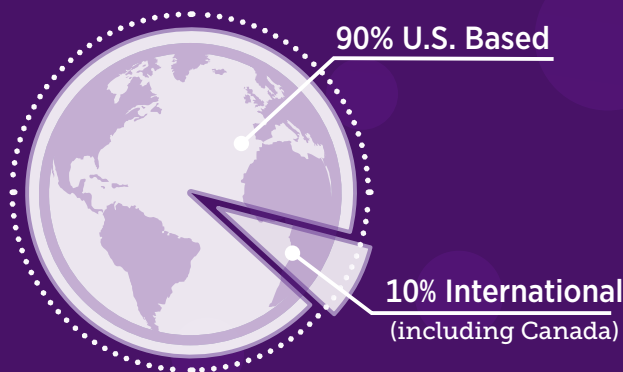
2019 San Antonio, TX – 5,489

2018 Philadelphia, PA – 5,465

2017 Orlando, FL – 5,935

2016 Las Vegas, NV – 5,755

### Regional Average



### ACG 2020 Attendee Breakdown

**89%** Physicians

**5%** Other (PhD, PharmD, etc.)

**6%** Allied Health

# EXHIBITING

## Live in Las Vegas

Expect Everything You Love About  
ACG in Las Vegas!

ACG members  
cannot wait to get back  
to LIVE meetings again  
and the exhibit hall will  
be THE place to be!



### Extended Break Times

between sessions giving exhibitors  
more unopposed time with attendees.



### Welcome Reception

in the Exhibit Hall on Sunday evening.  
All attendees and exhibitors are invited  
to attend.



### Hands-on Workshop Center

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



### Exhibitor Product Theater

open to all attendees during peak exhibit  
hall hours. Contact ACG if you are interested  
in showcasing your product or service.



### Poster Sessions

in the Exhibit Hall all three days.

## HALL HOURS:

Sunday, October 24	3:00 pm – 7:00 pm
Monday, October 25	10:00 am – 4:45 pm
Tuesday, October 26	10:00 am – 4:30 pm

# EXHIBITING

## Virtually

We understand that not all companies are prepared to join us live in Las Vegas this year, therefore, in 2021, we are permitting companies to exhibit virtually only without a physical booth presence. Both live and virtual attendees will have access to the ACG 2021 Virtual Conference Platform and will be able to interact with virtual exhibitors. Companies who are exhibiting live in-person in Las Vegas can add on a virtual booth space for an additional fee.

## VIRTUAL EXHIBITORS WILL HAVE THE OPPORTUNITY TO INCLUDE:

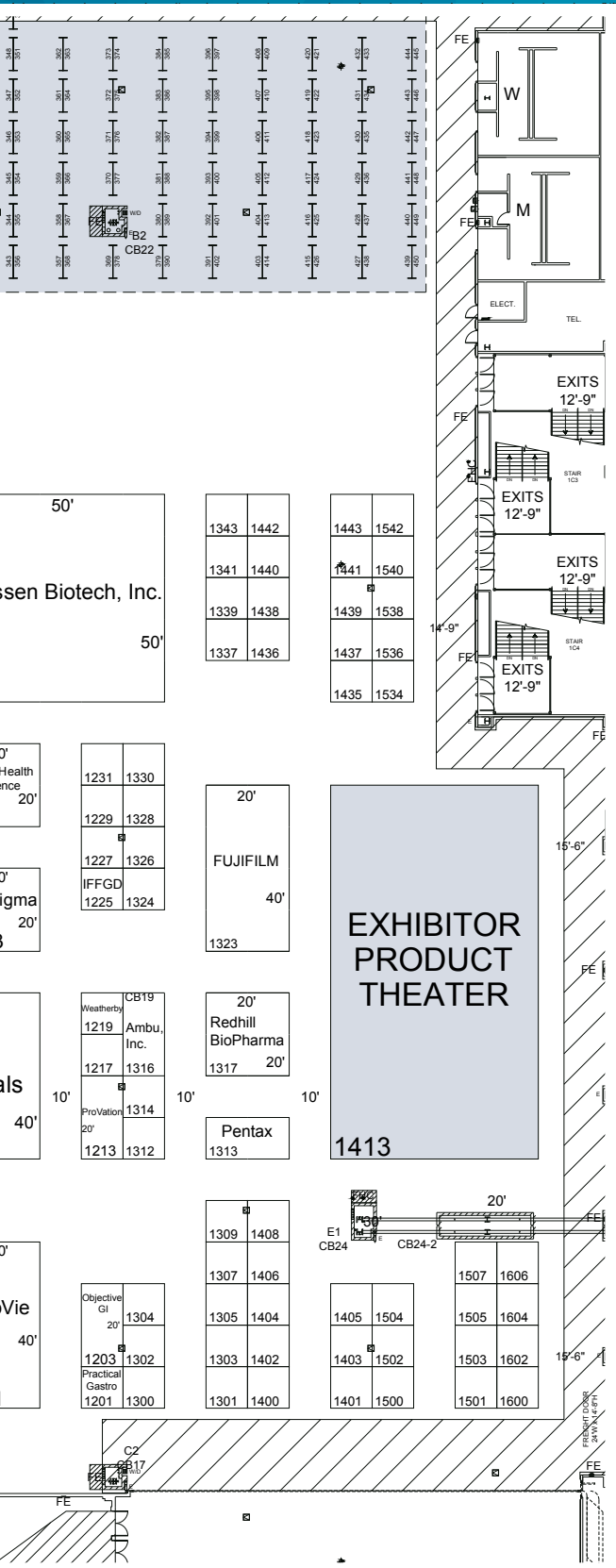
- › A banner with opportunity to link out to website or microsite
- › An introductory video
- › A company description
- › Contact information
- › A company or product logo
- › Up to 6 PDF resources
- › Up to 6 web links
- › Text chat
- › Video chat
- › A list of giveaways
- › Lead retrieval data and extensive reporting on booth traffic

# EXHIBIT OPPORTUNITY



# UNITIES

# 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

## Exhibit Set-up Hours:

Friday, October 22 8:00 am – 5:00 pm  
 Saturday, October 23 8:00 am – 5:00 pm  
 Sunday, October 24 8:00 am – 12:00 noon

## Exhibit Hall Hours:

Sunday, October 24 3:00 pm – 7:00 pm  
 Monday, October 25 10:00 am – 4:45 pm  
 Tuesday, October 26 10:00 am – 4:30 pm

## Advance Shipments to Warehouse:

Tuesday, September 21 – Thursday, October 21

**Note:** Shipments received after Wednesday, October 13<sup>th</sup> will incur an additional fee for late arrival.

## Direct Shipments to Mandalay Bay:

Friday, October 22

## Warehouse Shipping Address:

Exhibiting Company Name / Booth # \_\_\_\_\_  
**ACG Annual Mtg 2021** C/O FREEMAN  
 6675 W SUNSET RD  
 LAS VEGAS, NV 89118

## Direct shipment address:

Exhibiting Company Name / Booth # \_\_\_\_\_  
**ACG Annual Mtg 2021** C/O FREEMAN  
 MANDALAY BAY RESORT AND CASINO  
 3950 S LAS VEGAS BLVD.  
 LAS VEGAS, NV 89119

[Visit acgmeetings.gi.org](https://www.acgmeetings.gi.org)  
 to view the live floor plan

# EXHIBITING

## Virtually

Exhibits will be presented on the official ACG 2021 virtual conference platform. Attendees participating in Las Vegas and attendees participating solely on the virtual conference platform will have access to the virtual exhibit hall. The virtual exhibit hall will be available to attendees from October 22 - 27, 2021. Companies participating with booth space in Las Vegas can add on a virtual booth package. Companies not participating with booth space in Las Vegas can select a Virtual Exhibit Only package. Packages are offered as follows:

	Live Exhibit	Virtual Exhibit Only	
<b>BASIC</b>	+\$1,000	\$4,500	<ul style="list-style-type: none"> <li>✓ Listing on exhibit page</li> <li>✓ Description</li> <li>✓ Contact Information</li> <li>✓ Logo</li> <li>✓ Lead Retrieval</li> <li>✓ 2 Resource Uploads</li> <li>✓ 1 Web Link</li> <li>✓ Text Chat</li> </ul>
<b>UPGRADED</b>	+\$3,000	\$7,500	<ul style="list-style-type: none"> <li>✓ Listing on exhibit page</li> <li>✓ Description</li> <li>✓ Contact Information</li> <li>✓ Logo</li> <li>✓ Lead Retrieval</li> <li>✓ 4 Resource Uploads</li> <li>✓ 2 Web Links</li> <li>✓ Text Chat</li> <li>✓ Video Chat</li> <li>✓ Opportunity to list giveaway</li> </ul>
<b>PREMIUM</b>	+\$5,000	\$12,500	<ul style="list-style-type: none"> <li>✓ Listing on exhibit page</li> <li>✓ Description</li> <li>✓ Contact Information</li> <li>✓ Logo</li> <li>✓ Lead Retrieval</li> <li>✓ 5 Resource Uploads</li> <li>✓ 4 Web Links</li> <li>✓ Text Chat</li> <li>✓ Video Chat</li> <li>✓ Opportunity to list giveaway</li> <li>✓ Introductory Video</li> </ul>
<b>PREMIER</b>	+\$8,500	\$21,000	<ul style="list-style-type: none"> <li>✓ Listing on exhibit page</li> <li>✓ Description</li> <li>✓ Contact Information</li> <li>✓ Logo</li> <li>✓ Lead Retrieval</li> <li>✓ 6 Resource Uploads</li> <li>✓ 6 Web Links</li> <li>✓ Text Chat</li> <li>✓ Video Chat</li> <li>✓ Opportunity to list giveaway</li> <li>✓ Introductory Video</li> <li>✓ Banner with opportunity to link out to website or Microsite</li> </ul>



# SPONSORSHIP & MARKETING OPPORTUNITIES

## Sponsor Recognition

All sponsors of ACG 2021 receive the following standard recognition  
(Sponsorship must be secured by **July 30, 2021**):



- ✓ Recognition in the ACG 2021 final program.



- ✓ Recognition in the ACG Meeting News.



- ✓ Recognition on the ACG 2021 Meeting Website and ACG 2021 Virtual Conference Platform.

Additional recognition of support will be noted under each sponsorship opportunity.

➔ Visit [acgmeetings.gi.org](https://acgmeetings.gi.org) for updates.

# Educational Opportunities

## ACG Hands-on Workshop Center

Funding and equipment donations needed— be part of the excitement! Participate in the ACG 2021 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 typically include:

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

**Want to participate?** Contact Travis Cappel at [tcappel@gi.org](mailto:tcappel@gi.org) for details on how to get involved and information on funding opportunities.

## ACG Topic-Specific “Gastroenterology Guide” \$35,000 per Topic

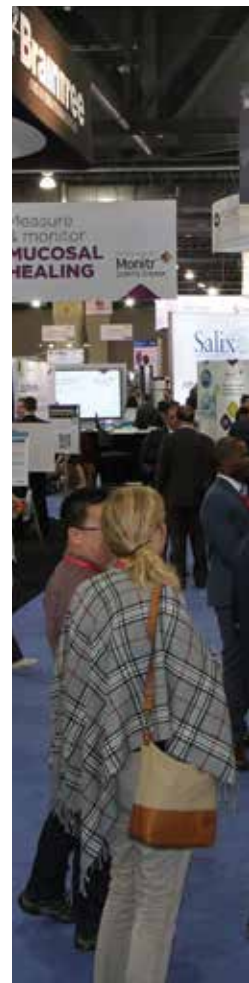
Looking for ways to reach physicians in the office and meet the self-regulation guidelines? ACG offers a topic area of your choice on a branded web-based platform that can include presentations from the ACG 2020 Annual Scientific Meeting, the 2020 Postgraduate Course, ACG’s IBD School, ACG’s Hepatology 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 2021 or as part of an ACG 2021 sponsored item distributed at ACG 2021. If distributing at ACG 2021, we will support your marketing efforts with an ad in both issues of the ACG 2021 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. One thousand pieces for distribution will be provided. No CME credit is provided. Sponsorship must be confirmed by July 30, 2021.

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

- ✓ ACG 2020 Featured Lectures
- ✓ ACG’s IBD School
- ✓ ACG’s Hepatology School
- ✓ ACG’s Functional School
- ✓ Small Bowel and Functional Disorders
- ✓ Obesity
- ✓ Pancreaticobiliary
- ✓ Liver
- ✓ Esophagus and Stomach
- ✓ Motility
- ✓ NAFLD and NASH
- ✓ Biologics and Biosimilars for IBD
- ✓ Barrett’s Esophagus
- ✓ Hepatitis C Therapy
- ✓ 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

## EndoTitans \$15,000

The EndoTitans Challenge will be an opportunity for fellows to demonstrate both their knowledge and technical abilities in endoscopy. The challenge will begin in August with a preliminary knowledge round open to all second- and third-year fellows. The top scoring fellows from each year will then be invited to participate in a skills challenge. Winners will take home both bragging rights and a travel grant for ACG 2022. As the sponsor, your logo will be printed on signage at the event as well as on the shirts players and referees will be wearing during the competition. Acknowledgement of your support will also be included in the Final Program, Meeting News and on the ACG 2021 meeting website.

## 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 2021. It's a "can't miss" event that provides a great networking opportunity for attendees and exhibitors. The Reception will be held on Sunday, October 24 in the ACG 2021 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 Product Theater \$30,000 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. Sponsors can also reach both virtual and live attendees that missed the live program by recording and posting their presentation to the ACG 2021 Virtual Conference Platform through March 31, 2022.

Virtual Exhibitor Product Theater opportunities are also available. Present your program live online to both live and virtual attendees via the ACG 2021 Virtual Conference Platform. The virtual Exhibitor Product Theaters may also be recorded and available on demand through March 31, 2022 for an additional fee.

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 22. All signage must be removed following the event. Food and beverage are the responsibility of the sponsor and may be ordered through Mandalay Bay.

Both live and virtual programs will be listed on the ACG 2021 meeting website and online itinerary planner. The College will also list the event in the Final Program, as well as in the Meeting News. The deadline to be listed in the printed materials is **August 6, 2021**.

Companies offering an Exhibitor Theater may receive, for one-time use, a mailing list of pre-registrants for the meeting to promote their event.

Contact Elaine McCubbin at [emccubbin@gi.org](mailto: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 2021, training programs from across the U.S. compete online and the top five programs attend ACG 2021 to compete live. This program continues to grow in popularity and is a must-see event for all meeting attendees. As a sponsor, you will 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 30th**) 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.

## 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 2021 SCOPY Awards Reception brought to you by company name." Reception will take place Sunday, October 24 at 3:30 pm.

## Celebrating Diversity in ACG Happy Hour \$12,500

Celebrate diversity in ACG by sponsoring the reception which will be held on Sunday, October 24. ACG's Women in GI Committee and the Diversity, Equity & Inclusion Committee are transforming their annual reception into a forum for networking and meaningful conversation. Hors d'oeuvres and drinks are offered at the happy hour. As the sponsor, your company logo will be printed on signage. In addition, your company will be listed as the sponsor the Final Program.

# Digital Sponsorships

## **ACG 2021 Meeting App Banner Ad** **\$30,000 (maximum of 3 rotating banner ads)**

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. You will be the first thing attendees see every time they open their meeting app! **Sponsorship must be confirmed by June 30, 2021.**

## **ACG 2021 Meeting Website** **\$40,000**

Don't miss out on an exclusive pre-meeting promotional opportunity on the ACG 2021 meeting website. An advertising opportunity begins in June and runs through the end of December 2021—6 months of advertising. Your leaderboard ad will appear on the ACG meeting website home page ([acgmeetings.gi.org](http://acgmeetings.gi.org)).

## **ACG 2021 Push Notifications** **\$5,000 each**

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 2021 or ACG approved event taking place at ACG 2021.

## **ACG 2021 Virtual Conference Platform – Homepage Banner Ad** **\$45,000 (maximum of 4 rotating banners)**

Keep your company front and center whenever an attendee logs into the ACG Virtual Conference Platform to watch live streaming sessions, on-demand video sessions, visit virtual posters or explore the virtual exhibit hall. Your banner may link out to your website or microsite and will remain live until the platform closes on March 31, 2022.

## **Digital Marketing Drivers** **\$6,000 - \$10,000**

Advertise directly to ACG's website visitors and professional learning participants. Retarget these visitors with your brand's ads anywhere they visit online. Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you are trying to reach. Tap into ACG's exclusive network rather than relying on broad, generic targeting on common ad platforms.

## **Eblasts** **\$5,000 - \$10,000**

Design your own email promoting your booth or ACG approved activity and ACG will send the email to ACG 2021 attendees or ACG members on your behalf prior to or during ACG 2021.

## **Marketing E-mail Banner** **\$50,000**

Promote your product or booth on every single ACG 2021 marketing email sent to ACG members about the conference. Emails will be sent beginning in June 2021 and continue through the meeting in October. Your banner will appear on the bottom of each email and can link out to your website or microsite.

## **"My Experience" Banner Ad** **\$35,000**

ACG attendees can design their own conference experience on the official ACG 2021 Virtual Conference Platform including sessions they want to attend, exhibitors and attendees they want to meet with, exhibits they want to visit, and scientific posters they want to view. All attendees whether attending in Las Vegas or virtually will have access to the planner. Your banner ad will appear at the top of their itinerary page and can link out to your website or microsite.

## **Virtual Poster Gallery Banner Ad** **\$50,000**

Scientific posters are one of the heavily trafficked areas of both the live and virtual meeting.

Back by popular demand—promote your product by placing a banner at the top of the E-Poster homepage. Your banner can link out to your website or microsite.

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

ACG attendees can design their own conference experience on the official ACG 2021 Virtual Conference Platform including sessions they want to attend, exhibitors and attendees they want to meet with, exhibits they want to visit, and scientific posters they want to view. All attendees whether attending in Las Vegas or virtually will have access to the planner. Your banner ad will appear at the top of their itinerary page and can link out to your website or microsite.

# Print Sponsorships

## **Preliminary Program** **\$30,000**

Promote your organization well in advance of ACG 2021! 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 28, 2021.**

## **Registration Bag inserts** **\$8,000 (limited to 10 sponsors)**

Get noticed by placing an insert in the ACG 2021 Registration Bag. Every attendee of ACG 2021 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 2021 Meeting News. The Postgraduate Course issue of the Meeting News (first issue) is inserted in all attendee registration bags. The ACG 2021 Annual Meeting edition of the Meeting News (second issue) will be distributed to attendees on Monday, October 25.

# Publication Ad Sizes

## ACG 2021 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 3, 2021**

## ACG2021 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 3, 2021**

## ACG 2021 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 20, 2021**

## 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

## ACG 2021 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 2021 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 2021 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. The ACG 2021 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 2021 Meeting Reference & Exhibit Guide

Advertise in the Meeting Reference & Exhibit Guide to encourage meeting attendees to visit your booth for more detailed information on your product or service and provide an important reference for decision-makers during the meeting. This guide provides important exhibit and programming 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 6, 2021

**Payment due** ..... August 6, 2021

## Materials due:

Meeting News ..... September 3, 2021

Meeting Reference & Exhibit Guide . . . . . September 3, 2021

Final Program Book ..... August 20, 2021

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

# 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 (live and virtually!) by participating in the Exhibit Hall Scavenger Hunt. The Scavenger Hunt is a gamification feature in the meeting app/Virtual Conference Platform, 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 (either physically or virtually), 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, an ad in the ACG 2021 Meeting News and within the Virtual Conference Platform. Sponsorship must be confirmed by August 30, 2021.

## Hands-On Workshop Window Clings

**\$5,000 each (Limited to 10)**

What better way to drive traffic to your booth than when attendees are already on the Exhibit Hall floor? Direct attendees to your booth by adding your personalized window cling to the Hands-On Workshop!

## 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 2021. 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 areas 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

## NEW! Face Masks

**\$40,000**

All ACG 2021 attendees will be required to wear masks during the conference. Imagine thousands of conference goers wearing a face mask with your logo and design! This opportunity is sure to go quick, so don't delay securing this sponsorship for your company!

## NEW! Hand Sanitizer

**\$25,000**

Keeping sanitized will surely be top of mind while travelling. Provide each attendee with their own personal hand sanitizer during ACG 2021. Bottles can include your logo and will be distributed in the attendee registration bags.

## Lanyards

**\$25,000**

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**

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 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 2021. 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.

## Room Drop and Convention Center Bag Distribution

**\$16,000 each—2 bags available**

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 placed inside the bag.

# EXHIBITOR RULES & REGULATIONS

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## COVID SAFETY PROCEDURES

We understand safety is top of mind when considering the return to live events. The American College of Gastroenterology is committed to providing the highest safety standards for all attendees, exhibitors, staff, and vendors while maximizing opportunities for engagement and education during ACG 2021. We are consistently monitoring guidelines and best practices so we can safely meet again in person. ACG is working closely with Mandalay Bay, our decorator, Freeman, and others to ensure we are keeping up to date on all safety recommendations. While things will most certainly change between now and October, the following guidelines are under consideration:

- Limiting number of attendees on exhibit hall floor at one time
- Hand sanitizing stations located throughout the exhibit hall
- One-way aisles throughout the exhibit hall
- Face masks required for all exhibitors, attendees, staff, and vendors
- Strong recommendation of vaccination
- Daily temperature checks

We also encourage exhibitors to keep safety top of mind while designing your booth space for ACG 2021.

- Design your space using materials that are easily disinfected and plan to disinfect frequently
- Design your exhibit so your staff and attendees can easily maintain a 6' distance while interacting

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 2021 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.

## 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](mailto:emccubbin@gi.org), no later than August 20, 2021, to make arrangements. Exhibitors are responsible for complying with the ADA requirements within their assigned booth space.

## 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 March 2021.

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.

## 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 setup 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 20, 2021. Plans can be submitted to Elaine McCubbin, VP, Meetings & Exhibitions at [emccubbin@gi.org](mailto: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

For physical booth spaces in Las Vegas - 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 **May 7, 2021**. Reductions and cancellations will result in a loss of priority points.

Virtual booth spaces are non-refundable after application submission. If a company has added on a virtual exhibit space to their live booth space and subsequently cancels their live booth space, they will be responsible for the full price of the virtual booth space.

## 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 24 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 Mandalay Bay. A menu selection and order form will be included in the Official Exhibitor Service Manual.

## 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. If 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 2021. A link to the Kit will be available on the ACG 2021 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 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 always be kept clear, 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 Las Vegas. 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**

Accredited continuing education must protect learners from commercial bias and marketing. ACG and the exhibiting company agree to the following conditions, as well as all requirements of ACCME's Standards for Integrity and Independence in Accredited Continuing Education:

- ACG must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.
- ACG is responsible for ensuring that education is separate from marketing by ineligible companies\*—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with accredited continuing education.
- Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:
  - Influence any decisions related to the planning, delivery, and evaluation of the education.
  - Interfere with the presentation of the education.
  - Be a condition of the provision of financial or in-kind support from ineligible companies for the education.

- ACG must ensure that learners can easily distinguish between accredited education and other activities.
  - Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
  - Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
  - Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
- Ineligible companies may not provide access to, or distribute, accredited education to learners.

*\*Ineligible companies (formerly, “commercial interests”) are those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.*

### 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, Mandalay Bay, their employees and agents.

In addition, Exhibitor acknowledges that the American College of Gastroenterology and Mandalay Bay 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 2021. Information will be included in the Official Exhibitor Service Kit and at [acgmeetings.gi.org](http://acgmeetings.gi.org).

### 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 taxicabs and shuttle buses or advertising appearing at airports servicing the Las Vegas 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 Mandalay Bay. 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 always has priority at the loading areas.

### Official General Service Contractor

General questions regarding any services should be directed to:

#### FREEMAN

Tel: 888-508-5054 | [exhibitorsupport@freeman.com](mailto:exhibitorsupport@freeman.com)

### Payment & Restrictions

Exhibit space at Mandalay Bay 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 May 7, 2021.**

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.

### 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](mailto: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 the Mandalay Bay 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 Hotel 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 2021 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.

### 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 22 . . . . . 8:00 am – 5:00 pm**  
**Saturday, October 23 . . . . . 8:00 am – 5:00 pm**  
**Sunday, October 24 . . . . . 8:00 am – 12:00 noon**

All exhibit crates must be empty and tagged for storage no later than 2:00 pm on Saturday, October 23. All large display crates must be removed from the exhibit floor by 5:00 pm on Saturday, October 23, for the service contractor to have access to install the aisle carpet.

All installation must be completed by 12:00 noon on Sunday, October 24. Display space not claimed and occupied by 12:00 noon on Sunday, October 24, may be canceled or reassigned without notification or refund.

#### Dismantling of Exhibits

**Tuesday, October 26 . . . . . 4:30 pm – 10:00 pm**  
**Wednesday, October 27 . . . . . 8:00 am – 2:00 pm**

Exhibits must not be dismantled or be in the process of being removed before 4:30 pm on Tuesday, October 26. 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 27. 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 Mandalay Bay as a result of late removal.

#### Shipping Information

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

Beginning September 21, 2021, advance warehouse shipments should be labeled and consigned as follows:

Exhibiting Company Name / Booth # \_\_\_\_\_  
**ACG Annual Mtg 2021 C/O FREEMAN**  
6675 W SUNSET RD  
LAS VEGAS, NV 89118

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 Mandalay Bay will be under the supervision of FREEMAN. Direct shipments should be labeled and consigned as follows, and delivery may begin on Friday, October 22, 2021:

Exhibiting Company Name / Booth # \_\_\_\_\_

**ACG Annual Mtg 2021 C/O FREEMAN**  
MANDALAY BAY RESORT AND CASINO  
3950 S LAS VEGAS BLVD.  
LAS VEGAS, NV 89119

### 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, 400 square feet and larger, 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 . . . . . 8:00 am – 5:00 pm**  
**Saturday, October 24 . . . . . 8:00 am – 5:00 pm**  
**Sunday, October 25 . . . . . 8:00 am – 12:00 noon**  
**Tuesday, October 27 . . . . . 4:30 pm – 10:00 pm**  
**Wednesday, October 28 . . . . . 8:00 am – 2:00 pm**

Everyone must have either an ACG Exhibitor Badge or an Exhibitor Set-up Badge during set-up and teardown.

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](mailto: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.

## Virtual Exhibits

### Booth Set-Up

Instructions for setting up the virtual booth space and uploading promotional materials will be sent to all virtual exhibit companies. Virtual booths must be fully set up no later than Thursday, October 21.

### Cancellation

An Exhibitor may cancel their virtual exhibit space at any time; however, there will be no refunds given and the Exhibitor is responsible for any outstanding amounts due.

### Conduct of Exhibits

ACG reserves the right to determine the acceptability of applications for virtual 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 documents, videos, weblinks, products, displays, etc. The Management of the American College of Gastroenterology reserves the right to remove at any time any virtual exhibit deemed undesirable without refund.

### Staffing

Instructions for uploading your staff list will be sent to all participating virtual exhibitors. ACG will also provide recommended days and times for having staff available to meet with attendees online.



# APPLICATION FOR EXHIBIT SPACE

## 2021 ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE

OCTOBER 22 - 27, 2021 • MANDALAY BAY RESORT AND CASINO, LAS VEGAS, NV

American College of Gastroenterology • 6400 Goldsboro Road, Suite 200 • Bethesda, MD 20817-5846

TEL: 301-263-9000; FAX: 301-263-9025 • Attn: Exhibit Manager • emccubbin@gi.org

We would like to reserve physical booth space at ACG 2021

October 22- 27, 2021 (exhibits open October 24 - 26, 2021) at Mandalay Bay, Las Vegas, NV.

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 May 7, 2021. No refunds will be issued at any time to firms cancelling if space cannot be resold or the trade show floor does not sell out. There will be no refunds whatsoever for space cancelled after May 7, 2021. All cancellation notices must be given in writing. 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 necessary 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

CCV

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 7, 2021**

**PLEASE NOTE that this application is for live physical exhibit space at acg 2021 in las vegas. Information about virtual exhibit space and sponsorships will be available in late spring 2021.**



# APPLICATION FOR VIRTUAL EXHIBIT SPACE

## 2021 ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE

OCTOBER 22 - 27, 2021 • MANDALAY BAY RESORT AND CASINO, LAS VEGAS, NV

American College of Gastroenterology • 6400 Goldsboro Road, Suite 200 • Bethesda, MD 20817-5846

TEL: 301-263-9000; FAX: 301-263-9025 • Attn: Exhibit Manager • emccubbin@gi.org

We would like to reserve virtual booth space at ACG 2021

October 22- 27, 2021

See page 8 for package details.

<b>UPGRADED VIRTUAL BOOTH</b>	<input type="checkbox"/> Add to live booth for \$1,000	<input type="checkbox"/> Virtual booth only for \$4,500
<b>PREMIUM VIRTUAL BOOTH</b>	<input type="checkbox"/> Add to live booth for \$3,000	<input type="checkbox"/> Virtual booth only for \$7,500
<b>PREMIER VIRTUAL BOOTH</b>	<input type="checkbox"/> Add to live booth for \$5,000	<input type="checkbox"/> Virtual booth only for \$12,500
<b>DIAMOND VIRTUAL BOOTH</b>	<input type="checkbox"/> Add to live booth for \$8,5000	<input type="checkbox"/> Virtual booth only for \$20,000

**Payment in full must accompany your booth application.** No refunds will be issued at any time to firms cancelling virtual booth space. All cancellation notices must be given in writing. 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 necessary 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

CCV

CARDHOLDER'S NAME (PRINT)

CARDHOLDER'S SIGNATURE

**ALL CORRESPONDENCE WILL BE CONDUCTED WITH THE PERSON LISTED ABOVE.  
NO REFUNDS WILL BE ISSUED TO FIRMS CANCELLING VIRTUAL BOOTH SPACE.**

**PLEASE NOTE that this application is for virtual exhibit space at acg 2021.**



# SPONSORSHIP APPLICATION

## 2021 ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE

OCTOBER 22 - 27, 2021 • MANDALAY BAY RESORT AND CASINO, LAS VEGAS, NV

American College of Gastroenterology • 6400 Goldsboro Road, Suite 200 • Bethesda, MD 20817-5846

TEL: 301-263-9000; FAX: 301-263-9025 • Attn: Exhibit Manager • emccubbin@gi.org

We would like to reserve the following sponsorship opportunities for ACG 2021

October 22- 27, 2021 at Mandalay Bay Resort and Casino, Las Vegas, Nevada.

COMPANY NAME

CONTACT NAME

ADDRESS

CITY

STATE

ZIP/POSTAL CODE

PHONE

E-MAIL ADDRESS

CREDIT CARD NUMBER

EXPIRATION DATE

CCV

CARDHOLDER'S NAME (PRINT)

CARDHOLDER'S SIGNATURE

**ACG 2021 SPONSORSHIP**

## ACG 2021 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 cancellations will be accepted. ACG 2021 sponsorship and promotional opportunities are only available to companies exhibiting at ACG 2021.

**All sponsors of ACG 2021 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
- ✓ Recognition on the official ACG 2021 Virtual Conference Platform Thanks to Our Sponsors

In order to receive the standard recognition as listed, sponsorship(s) must be secured by **July 31, 2021**. Depending on the sponsorship opportunity, additional acknowledgement may apply.



AMERICAN COLLEGE OF GASTROENTEROLOGY  
6400 Goldsboro Road, Suite 200  
Bethesda, MD 20817



[acgmeetings.gi.org](http://acgmeetings.gi.org)