



New York Society for
Gastrointestinal Endoscopy
**40th Annual
New York Course**

Four Decades

at the Forefront of Endoscopy
*Doris C. Barnie GI Nurses
and Associates Course*

December 15-16, 2016

Exhibitor Brochure

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**New York Marriott
Marquis Hotel**
1535 Broadway
New York, NY 10036



*This activity is presented through the joint providership
of Albert Einstein College of Medicine and the New York
Society for Gastrointestinal Endoscopy*

Exhibit Hours

Thursday, December 15, 2016
7:30 am – 6:00 pm

Friday, December 16, 2016
7:30 am – 4:00 pm

Move In

Wednesday, December 14, 2016
1:00 pm – 8:00 pm

Move Out

Friday, December 16, 2016
4:00 pm – 8:00 pm

Contract for Payment and Space

All booth and hands-on demonstration table ("exhibit space") applications must be made online at www.nysge.org located under the 40th Annual New York Course tab on the Industry navigation bar. A separate application is required for each type of space.

Payment in full is required by November 1, 2016. Exhibit space is not confirmed until payment in full is received. Failure to comply could jeopardize exhibit space reservation and selection.

Exhibitor Prospectus

With an expected attendance of more than 650 gastroenterologists, gastrointestinal endoscopists and surgeons, as well as GI nurses and associates, the 40th Annual New York Course is one of the largest endoscopy conferences in the United States. Featuring a distinguished international faculty, the program includes lectures, live case presentations, exhibits, hands-on demonstrations, a poster session and video forum, satellite symposia and workshops, and programming specific to the needs of GI nurses and associates.

Topics include GERD, Barrett's esophagus, eosinophilic esophagitis, and other esophageal disorders; upper, lower and obscure GI bleeding; upper GI neoplasms; advanced imaging and new technologies; functional dyspepsia, capsule endoscopy, small bowel disorders; inflammatory bowel disease, cancer surveillance and chromoendoscopy; irritable bowel syndrome, celiac disease, management of colitis; dysplasia and gastric intestinal metaplasia; colorectal cancer, screening, and disorders of the colon and rectum; polyp detection and polypectomy; ESD and POEM, GI complications, endoscopic ultrasound and therapeutic EUS; ERCP for biliary and pancreatic disease including cysts, drainage and fluid collection; viral hepatitis, anesthesia and anesthetics, endoscopic management of obesity, and many others.

Product, service, and educational exhibits are an integral component of our program. The exhibits will be held in the Westside Ballroom, Salons 3 & 4 as well as the registration foyer. These areas are separate from the room in which the educational program will be held.

The 40th Annual New York Course is jointly provided by the New York Society for Gastrointestinal Endoscopy and the Albert Einstein College of Medicine, an accredited provider since 1976, providing high quality CME activities to physicians and others in the healthcare community. The Accreditation Council for Continuing Medical Education (ACCME) has awarded Albert Einstein College of Medicine "Accreditation with Commendation" for demonstrating compliance in all 22 criteria. The 40th Annual New York Course is approved for 16.0 AMA PRA Category 1 Credits™.

This educational activity has been submitted to the Society of Gastroenterology Nurses and Associates, Inc. for approval. The Society of Gastroenterology Nurses and Associates, Inc. is an accredited approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. This activity has also been submitted to the Certification Board for Sterile Processing and Distribution, Inc. (CBSPD) for continuing education units toward maintenance of certification.

Exhibit Opportunities

The 40th Annual New York Course offers both booths as well as hands-on demonstration tables.

Booth Space

Each booth measures 10' across the back and 8' in depth. Booth height is limited to 8'. Booths are required to be professional in appearance. Please note: the New York Marriott Marquis exhibit hall is carpeted. Nothing shall be attached to the columns, walls, floor or other parts of the exhibit hall or hotel furniture. Exhibit space may not project beyond the space allotted. Aisles must be kept clear for traffic. Canvassing or distribution of any material outside assigned booths is not allowed. No construction is allowed on the side of any booth that would obstruct the line-of-sight of adjacent booth(s).

Hands-On Demonstration Tables

Companies that reserve a hands-on demonstration table give attendees the opportunity to see, touch, and manipulate their products and equipment using animal models. As an added feature, each company is highlighted during one program break each day. At these times, a member of the NYSGE course faculty is on hand to demonstrate the product or equipment by showing both simple and advanced techniques. Slides announcing the featured companies are shown in the main session room prior to each break to encourage attendance. The hands-on demonstration area is open during all regular exhibit hours.

Each demonstration table includes one animal model per day, if needed. Use of one tower and endoscope per table will be made available, but may incur a rental fee from the equipment manufacturer. See reservation form for additional information.

2016 Pricing

\$5,500 per 8' x 10'
\$10,000 per 8' x 20'
\$3,500 per hands-on
demonstration table

Send Payments to:

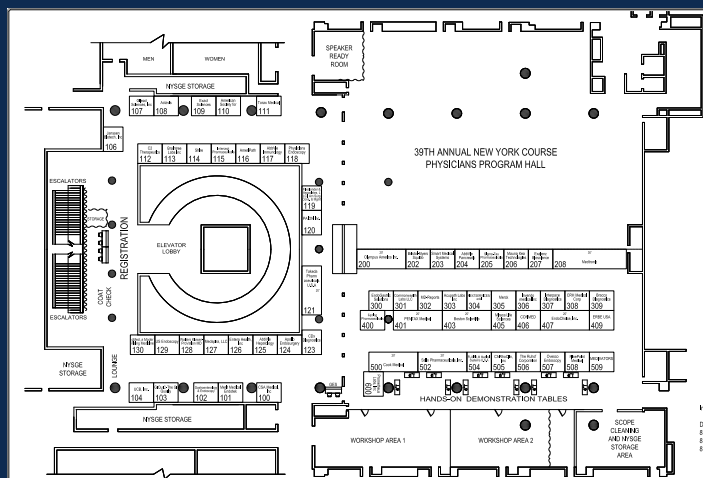
NYSGE
c/o Digestive HealthWorks, LLC
3300 Woodcreek Drive
Downers Grove, IL 60515

Booth Price Includes:

- Five badges per 8' x 10' booth
- Listing in Course Program Book
- 8' high back wall drape
- 3' high side rail drape
- 6' skirted table
- Two plastic contour chairs
- Wastebasket
- 7" x 44" Identification sign

Hands-On Demonstration Table Price Includes:

- Three badges per demonstration table
- Tower and choice of endoscope (additional equipment rental fee may apply)
- Animal model setup, if needed
- Listing in Course Program Book



Affiliated Programs and Use of Hotel Meeting Space

An Affiliated Program is defined as one held during the dates immediately before and after the 40th Annual New York Course, utilizing space at the New York Marriott Marquis Hotel and designed to attract Annual Course registrants as participants. Examples include educational sessions, product training meetings, focus groups, opinion gathering, marketing research, social and recreational events and others.

Affiliated Programs may be held on the days before or after the scientific program or in the evenings. No Affiliated Program may be held during the hours of the physicians or nurses program sessions.

Any company wishing to sponsor an affiliated event during the Annual New York Course must:

1. Consent to contract for exhibit space during the course
2. Submit a description of the proposed event for NYSGE approval
3. Sign a general letter of agreement and pay an affiliated program fee for each approved program.

All three conditions must be met before NYSGE will authorize the hotel to release space. Please contact info@nysge.org for further information or to submit your request.

Registrant Mailing List Rental

Advance and post-registration mailing lists are great for sending advance marketing messages, booth invitations and location, and post-meeting follow-up announcements.

The number of names provided will vary based on the selected pull date. A minimum of 400 names will be provided for the first pull date of November 14, 2016. Final registration figures may approach 700, but final figures are not guaranteed.

The registration list may include physicians, fellows, nurses, nurse practitioners, physician assistants, GI technicians, and certain non-medical personnel registered to attend the Annual Course.

List attributes include Prefix (if provided by registrant), First Name, Last Name, Title (if provided by the registrant), Organization (if provided by the applicant), Address 1, Address 2, City, State, Zip, Country.

All requests must be submitted via the online form at www.nysge.org located under the 40th Annual New York Course tab on the Industry navigation bar and must include a sample copy of the intended mailing piece. The sample may be a draft or artist's proof. NYSGE reserves the right to approve all intended mailings and to deny any request for any reason.

Only companies that have reserved and paid for exhibit space at the 40th Annual New York Course may rent the registration list. The registration list may not be promulgated, sold, or used for any other purpose than that stated herein.

List Pricing

Pre-Registration List: \$500

Post-Course List: \$500

Pre-Registration + Post-Course Lists: \$750

List Pull Dates

Please note that the number of registrants will continue to increase week to week. A final registration list will also be available for post-Annual Course follow-up mailings.*

November 14, 2016

November 21, 2016

November 28, 2016

December 5, 2016

January 6, 2017 (Final Post-Course List)



2015 Exhibitors

AbbVie Hepatology
AbbVie Immunology
AbbVie Pancreatic
Actavis, Inc.
Acupath Laboratories, Inc.
American Society for Gastrointestinal Endoscopy
AmeriPath
Apollo Endosurgery
Boston Scientific
Bracco Diagnostics Inc
Braintree Laboratories, Inc.
Bristol-Myers Squibb
C2 Therapeutics
CDx Diagnostics
ChiRhoClin, Inc.
Commonwealth Laboratories, LLC

CONMED
Cook Medical
CRH Medical
CSA Medical, Inc.
EndoChoice, Inc.
EndoGastric Solutions
Entera Health, Inc.
ERBE USA
Exact Sciences
Exalenz Bioscience
Ferring Pharmaceuticals Inc
Friedlander & Associates, LLC / Am Sur Cons. & Mgmt. Partners
FUJIFILM Medical Systems U.S.A., Inc. – Endoscopy Division
Gastroenterology & Endoscopy News
Gilead Sciences, Inc.

GIQuIC Registry-The GI Quality Improvement Consortium, Ltd.
gMed, a Modernizing Medicine company
Intercept Pharmaceuticals
Interpace Diagnostics
invendo medical, inc.
Janssen Biotech, Inc.
Mauna Kea Technologies
MD-Reports
Medigus
MEDIVATORS
Medspira, LLC
Medtronic
Merck
Merit Medical Endotek
Miraca Life Sciences
NEXTSERVICES / enki

NinePoint Medical
Olympus America Inc.
Ovesco Endoscopy USA
PAION Inc.
PENTAX Medical
Physicians Endoscopy
Prometheus Laboratories Inc.
Salix Pharmaceuticals
Shire
Sigma-Tau Pharmaceuticals, Inc.
Smart Medical Systems
Takeda Pharmaceuticals U.S.A., Inc.
The Ruhof Corporation
Torax Medical
UCB, Inc.
US Endoscopy
Wolters Kluwer – ProVation MD

Marketing Opportunities

- ✓ **Flash Drive.**
Provided for all attendees for downloading speaker presentations. Sponsor artwork may be included on the outside. Production charges apply. **\$5,000**
- ✓ **Hotel Key Card.**
Customized, branded hotel key cards that are distributed to attendees upon hotel check-in. Production charges apply. **\$10,000**
- ✓ **Attendee WiFi with Splash Scree.**
Your branding on customizable splash screen viewed by attendees for login to conference WiFi. Recognition signage also provided in the lounge and registration areas conveying log-in and password information. **\$6,000**
- ✓ **Charging Station.**
Your branding on each of two charging station signs located in the lounge area next to the Registration Desk. Production charges apply. **\$3,000**
- ✓ **Coat Check.**
Recognition signage provided in the Coat Check area. **\$3,000**
- ✓ **Attendee Give-Away.**
Your branded item distributed from the Registration Desk to all attendees upon badge pick-up. Restricted to small items. No tote bags. **\$5,000 per item**
- ✓ **Remote Monitors for Broadcast from Main Session Room.**
Signage at each monitor acknowledges your sponsorship. Monitors located in Exhibit Hall and in lounge area near Registration Desk. **\$1,500 per monitor**
- ✓ **Breakfast and Refreshment Break.**
Hosted in the Exhibit Hall. Recognition signage provided on buffet tables; no speakers or presentations. **\$5,000 per event**

- ✓ **Fellows Scientific Poster Session and Reception.**
Thursday evening cocktail reception with passed hors d'oeuvres and food stations. Attendees enjoy while viewing the scientific posters presented by GI fellows. Non-CME. May be shared with another company. **\$20,000**
- ✓ **Lunch Program.**
Speakers and topics as mutually agreed upon. Program held in the main session room, with no competing program scheduled. May be CME or non-CME. May be shared with another company. **\$40,000 – \$50,000**
- ✓ **Breakout Lunch Program.**
Speakers and topics as mutually agreed upon. Program held in an alternate room. Other program(s) may be scheduled at the same time. May be CME or non-CME. Can be shared with another company. **\$10,000 – \$20,000**

Have a Different Idea?

Please contact us at info@nysge.org. We would be happy to discuss other marketing opportunities and work with you to develop a custom sponsorship.

Please Note

Posted amounts represent NYSGE fees only. Additional customization and production charges may apply to some marketing opportunities. Companies are responsible for the cost of producing give-away items. NYSGE reserves the right to approve or reject any branded or non-branded item. Each sponsorship is unique. Additional conditions and restrictions may apply.

Sponsorship of the Educational Program

Sponsorship in the form of financial assistance, product loan, or product donations, for support of any part of the accredited educational program or optional satellite programs is solely by means of unrestricted educational grants. Please contact us at info@nysge.org for questions or further information.

Payment Information

Payment in full is due with each request.

For secure credit card payments, please return to www.nysge.org. Select the Industry tab and then choose 40th Annual New York Course.

Please make checks payable to NYSGE and mail to:

NYSGE c/o Digestive HealthWorks, LLC
3300 Woodcreek Drive
Downers Grove, IL 60515

NYSGE Form W-9 is available at www.nysge.org. Select the Industry tab and then choose 40th Annual New York Course.

No refunds will be made once a list is sent. Please contact us at info@nysge.org if you require an invoice.

Additional Terms and Conditions

1. Names and addresses are supplied for one-time use only and shall not be used to create a database or to complete additional mailings of the same or follow-up material.
2. Names and addresses as supplied by NYSGE remain the property of the Society and are provided only for the specific mailing described in this application form.
3. Upon completion of the mailing, the mailing list (in whatever form) must be destroyed by you and not used further in whole or in part.
4. The mailing material review process does not in any way constitute or imply NYSGE approval, endorsement, support or participation as a sponsor of the event or subject of the mailing.
5. Misrepresentation of facts in the mailing piece, or references to NYSGE without express written approval from NYSGE, are legally actionable.
6. Mailing pieces may not include the NYSGE logo or use of an NYSGE officer's signature or endorsement of any kind. Mailing pieces may include the 40th Annual New York Course logo, upon request and following the standard review and approval process.
7. Prepayment is required, refunds or list replacements will not be provided unless due to NYSGE error.

Hotel Information

The 40th Annual New York Course guest room rate at the New York Marriott Marquis hotel is \$359 plus tax (currently 14.75%) plus \$3.50 occupancy fee per room per night. At the cutoff date of November XX, 2016, all booked rooms will be charged one night's room and tax to deter last-minute cancellations. There is no charge for rooms canceled prior to the cutoff date.

Rules and Regulations

Cancellation Policy Cancellation of exhibit space must be made in writing, with refund of 50 percent of cost of contracted space if cancellation request is received in the NYSGE Office by October 14, 2016. Cancellation after October 14, 2016 will result in forfeiture of all fees paid.

Space Assignment and Waiting List All exhibit space is assigned at the discretion of the New York Society for Gastrointestinal Endoscopy. Applications for exhibit space are processed in the order received following receipt of payment in full. A waiting list will be maintained by date of receipt of application.

When completing the application, keep in mind that many companies will request the same locations and booths. Given this, please provide a diverse list of choices. NYSGE reserves the right to add, select, exchange, reassign and/or remove a booth or hands-on demonstration table, if necessary. All applications for exhibit space are subject to acceptance by NYSGE, which reserves the right to determine the eligibility of any exhibit at the conference.

Exhibitor Badges

Exhibitor booth or demonstration table representatives are restricted to owners, executives, or employees of exhibiting companies. Exhibitors are not permitted to have representatives of non-exhibiting companies in their booth. The number of allowed representatives is limited to five (5) persons per 8' x 10' booth unit or three (3) persons per hands-on demonstration table per exhibit day. At the discretion of NYSGE, a limited number of additional badges may be purchased at the rate of \$150 per badge.

All exhibitor badge requests must be submitted by December 1, 2016, utilizing the Exhibitor Badge List template located at www.nysge.org. A late fee of \$50 per badge will be levied upon each badge request or badge change request submitted after December 1, 2016, including requests made onsite.

Badges may be picked up from the Registration Desk and are required in all Annual Course locations and at all times during the Annual Course. Exhibitor badges are not valid for entry into meeting rooms where the physicians or nurses course programs are being held.

Scientific Program Viewing by Exhibitors

Due to continuing medical education restrictions on commercialism in space hosting the scientific program, seating limitations, and minimization of traffic noise and disruption to faculty and registrants, exhibitor badges are not valid for attendance in the main physicians or nurses program conference rooms.

However, all exhibit personnel are welcome to view a live feed of the physicians program in a comfortable seating area set aside for this purpose immediately adjacent to the exhibit hall. The live feed will be available throughout the entire two-day program and staffed by an AV technician.

Five times throughout the two-day program this space will also be used for the Mentored by the Masters program held during the live endoscopy broadcasts. Two expert faculty will guide GI fellows through the broadcasted live endoscopy procedures. All exhibit personnel are welcome to attend the Mentored by the Masters programs and to learn and ask questions from the master endoscopist leaders.

In addition, two remote monitors will also carry a live feed from the physicians program throughout both days of the program. One monitor will be placed in the registration lounge area and the other in the exhibit hall.

Annual Course Registration by Vendor and Non-Medical Personnel

Corporate VIPs, executives, medical science liaison officers, technical staff, trainees, and other vendor personnel affiliated with companies that are participating as exhibitors may purchase a full registration to the Annual Course. This provides admittance to the physicians and nurses session rooms for personal educational and training purposes only. No marketing materials, product literature or any other vestiges of commercialism are permitted in the session rooms and no selling or promotional activities of any kind may occur. If any such behavior is observed, the registration will be immediately revoked with no refund made.

At its sole discretion and in recognition of factors identified by the New York Society for Gastrointestinal Endoscopy, the society may grant a certain quantity of complimentary Annual Course registrations to exhibiting company personnel upon application.

Restrictions on Use of Space

No Exhibitor shall, without the written consent of NYSGE, assign, sublet or apportion the exhibit space assigned to it to any other Exhibitor or person. Exhibitor must keep exhibit open and staffed at all times during show hours. NYSGE reserves the right to restrict exhibit to a minimum noise level and to suitable methods of operation and display materials. Exhibits, signs and displays are also prohibited in any of the public space or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of the hotel.

Service Contractors

The Official Service Contractor will furnish all participating Exhibitors with a Service Manual that will contain exhibit instructions and order forms for all booth accessories and services required. Orders not processed in advance for furniture, carpeting, labor and other requirements must be procured at the Official Exhibit Contractor's Service Desk in the exhibit hall and are subject to on-site rates. Exhibitors requiring the services of independent contractors must have prior approval of NYSGE and no exceptions will be made that will interfere with the orderly function or security of the exhibition, or with obligations or commitments of NYSGE. Exhibitors using ground or air freight carriers are requested to ship directly to the designated NYSGE service contractor in ample time prior to the exhibition to allow effective and timely handling of materials.

Order-Taking and Distribution of Materials

Exhibitors will be allowed to accept credit card, check, cash, or purchase order payment for their product and may distribute said product onsite. Distribution of all products sold must be made by the official end of exhibit hours. Exceptions must be approved by NYSGE and the show facility. Long term storage of exhibitor goods at the show facility is prohibited. Exhibitors will be responsible for any state or local taxes that are required.

Floor Plans

All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. NYSGE reserves the right to make such modifications as may be necessary to meet the needs of the Course, the exhibitors, and exhibit program. Exhibits shall be so arranged as not to obstruct the general view nor hide the exhibits of others. Avoid demonstration areas on the aisle line of the display that will result in traffic congestion in the aisle. Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the Exhibitor's expense. NYSGE reserves the right to have such finishing done, billing the Exhibitor for charges incurred.

Assembly/Dismantle of Exhibits

The Exhibitor expressly agrees to do all installation and dismantling of exhibits during the time specified. No exhibit may be dismantled before the official closing time. It is the responsibility of the Exhibitor to arrange for materials to be delivered to the exhibit hall and to be removed from the exhibit hall by the specified deadlines. Should the Exhibitor fail to remove the exhibit, removal will be arranged by NYSGE at the expense of the Exhibitor. The Exhibitor must surrender rental space in the same condition it was at commencement of occupation. The Exhibitor or his agents shall not injure or deface the walls, columns, or floors of the exhibit facilities, the booths or the equipment or furniture of the booths. When such damage appears, the Exhibitor shall be liable to the owners of the property so damaged.

Fire, Safety, Health and Regulations

The Exhibitor agrees to comply with local, city and state laws, ordinances and regulations and the regulations of the owner covering fire, safety, health and all other matters. All exhibit equipment and materials must be fireproofed and reasonably located within the booth. Affidavits attesting to flameproof compliance with Fire Department regulations must be submitted when requested. No combustible materials shall be stored in or around the exhibit booths.

Acceptability of Exhibits

All exhibits shall be to serve the interests of the members of NYSGE, and shall be operated in a way that will not detract from other exhibits, the exhibition, or the Course as a whole. Acceptability includes persons, things, conduct, dress, printed matter, or anything of a character which NYSGE determines is objectionable to the exhibition. NYSGE

reserves the right to require the immediate withdrawal of any exhibit that is believed to be injurious to the purpose of NYSGE. In the event of such restriction or eviction, NYSGE is not liable for any refund of rental fees or any other exhibit related expense.

Security

NYSGE, at its sole discretion, may provide minimal security personnel during evening hours when the exhibit is closed. Notwithstanding the foregoing, property of Exhibitors shall at all times remain in the sole possession and custody of each Exhibitor and protection of said property shall be the sole responsibility of each Exhibitor.

Services

It is mutually understood and agreed that NYSGE will provide each Exhibitor with the following services as part of the rental agreement: erection of necessary flame-retardant draped backgrounds of uniform style, an identification sign, 6' draped table (three sides), two chairs, wastebasket, program listing, and general hall cleaning. In addition to all other payments provided in this contract, Exhibitor agrees to pay for the following services at rates approved by NYSGE: handling of incoming and outgoing freight; labor and material to assist in erection, dismantling and maintenance of exhibit; electrical service including outlets; booth cleaning service; telephone service; furniture/accessories.

Liability

The Exhibitor agrees that neither the New York Society for Gastrointestinal Endoscopy, the New York Marriott Marquis, nor any of their officers, directors, members, agents and employees, shall be held liable for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, directors, agents or employees, resulting from theft, fire, water, accident or any other cause, which was not due to the negligence or willful misconduct of the New York Society for Gastrointestinal Endoscopy or the New York Marriott Marquis, as the case may be.

Governing Law and Jurisdiction

The Exhibitor's contract shall be construed, interpreted, and governed according to the laws of the State of New York and the parties agree that in any action or proceeding arising under or related to this agreement, they shall be subject to the exclusive jurisdiction of the United States District Court for the Southern District of New York.

Insurance

All property of Exhibitor is to remain under its custody and control in transit to/from or within the confines of the Exhibition Hall. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others. Certificates of Insurance shall be furnished if requested by NYSGE. NYSGE shall not be obligated to carry any insurance for the benefit of the Exhibitor.

Contact Information

Questions? Need a letter of invitation or form completed? Please contact:

Robin Weidy
Exhibit Manager
rweidy@nysge.org
212-734-6750



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New York, NY 10075
www.nysge.org
info@nysge.org
646-218-0650
Fax: 866-381-7288