



The William M. Steinberg

Board Review in Gastroenterology and Best Practices Course

Sponsorship Opportunities

August 25-28, 2018

Dear Sponsor:

The William Steinberg Board Review in Gastroenterology and Best Practices Course invites your participation in the upcoming course, August 25-28, 2018, at The Ritz-Carlton, Pentagon City.

For nearly 33 years, The William M. Steinberg Board Review in Gastroenterology and Best Practices Course has prepared fellows and post-fellowship physicians to successfully pass the ABIM certification exams. This course has also been a top choice for physicians and other healthcare professionals desiring a comprehensive review and update of gastroenterology best practices.

A faculty of expert clinicians from around the country will emphasize up-to-date information (including current national GI/Hepatology Society guidelines), including diagnosis and management of disorders of the esophagus, stomach, small and large intestines, pancreas, biliary tree and liver. An anticipated 250-300 attendees will participate in the live course and 100 attendees are expected to participate via the live webcast.

Additional information about the course is available at www.giboardreview.com.

To sponsor the meeting, complete the enclosed application and submit your payment by Friday, July 27, 2018.

Checks should be made payable to The George Washington University CEHP and mailed to:

2600 Virginia Avenue, NW Suite 300
Room 337
Washington, DC 20037

Tax ID: 53-0196584

Do not miss this opportunity. There are a limited number of sponsorship opportunities available. Please see the menu of sponsorship opportunities on the next page.

Thank you for consideration of this special request. We look forward to seeing you at the meeting.

Sincerely,

William Steinberg, MD
Course Director

SPONSORSHIP OPPORTUNITIES

Sponsorship of Meals

Display your organization brand during lunch or breakfast at the meeting. As the exclusive lunch or breakfast sponsor, your organization will receive dedicated time to present at the start of the meal, recognition on all printed and electronic pieces, and complimentary registration for company representatives to attend the symposium. Sponsor is responsible for any food and beverage and catering expenses.

We are also pleased to offer dinner symposia as a forum for the presentation of medical education programs developed by other providers during The William Steinberg Board Review in Gastroenterology and Best Practices Course. Acceptable educational formats for these symposia include presentations by speakers, panel discussions, films, and video presentations. Dinners will be from approximately 6:30pm – 9:00 pm

Total attendance at the Course is approximately 250-300 physicians.

Sponsorship Opportunities	Breakfast \$10,000 Four Available	Lunch \$12,500 Three Available	Dinner \$20,000 Three Available
Presentation during meal	30 minutes	45 minutes	2.5 hours
Attendee bag/materials insert of promotional materials	2	2	2
Recognition as a sponsor in conference materials	Yes	Yes	Yes
Recognition during the event via signage	Yes	Yes	Yes
Ribbon of recognition to wear with name badge	Yes	Yes	Yes
Booth in Exhibit Area (includes all standard exhibit benefits)	Yes	Yes	Yes
Participation in passport raffle	Yes	Yes	Yes
Complimentary Registrations (in addition to the two provided with your booth)	4	5	5

No other sponsored or approved educational programs are scheduled opposite dinner symposia. Dinner symposia cannot run longer than 2 hours. We suggest a 1/2 hour registration and reception in the foyer outside the Ballroom at the starting time listed, with the dinner and program after. It is the responsibility of the program provider to promote, register, arrange for catering and meals through the hotel (through Deborah Karpowicz), determine content of presentation; provide travel, lodging and honoraria to speakers at provider's symposium.

Application Process and Deadline

Program proposals can be submitted via email to GW's CEHP Office at cehp@gwu.edu. The application deadline is July 6, 2018. The program provider will be notified of a symposium's acceptance no later than July 16, 2018. For all proposals received after July 6, 2018, the program provider will be notified of acceptance within 3 weeks of receipt of the application.

Review Process

The dinner symposia review process is designed to ensure that approved symposia meet the educational needs of physicians and medical professionals attending the Course, present a variety of topics, and do not duplicate the educational content of the Course.

Review the criteria below.

- Program objectivity, balance, and scientific rigor. The program proposal will not be accepted if it is judged to be promotional rather than educational.
- Extent to which the program proposal meets the educational needs of meeting attendees. Content should be presented at the highest level of sophistication.
- Extent to which the program proposals present a variety of topics. We will attempt to not schedule programs that address the same therapeutic area concurrently.
- Extent to which the program proposal complements the overall educational content of the meeting.

Symposia Fees

The dinner symposium fee is payable to the Capital Academics.

Symposia fees include:

- One complimentary Course pre-registration mailing list to use in promoting your program.
- Program listing and schedule on the Course website, linking to the program provider's online registration site for the symposium.
- Program listing and schedule in the meeting materials distributed to all meeting attendees. Program proposal must be submitted and approved by August 1, 2018, for inclusion in meeting materials.

General Information

The William Steinberg Board Review in Gastroenterology and Best Practices Course assumes no responsibility for developing or conducting educational programs presented as dinner symposia, ordering and paying for meals or catering, or registering attendees to the symposia. The program provider will arrange with the hotel to provide the appropriate meal. Dinner may include wine and beer. We will provide the contact information for arranging meals and beverages at the hotel.

The William Steinberg Board Review in Gastroenterology and Best Practices Course will:

- Ensure that the content of an educational program presented as a symposium does not duplicate other concurrent symposia or the content of sessions being presented.
- Provide one complimentary Course pre-registration mailing list for use in promotion of the symposium.
- Provide program listing and schedule on the Course website, linking to the program provider's online registration site for the dinner symposium.
- List program and schedule in the meeting materials distributed to all meeting attendees.
- Program proposal must be submitted and approved by August 1, 2018, for inclusion in meeting materials.

Submitting a Program Proposal

The program provider should submit to cehp@gwu.edu a program proposal that includes the following:

- Program title
- Titles of proposed presentations
- Proposed speakers, with their affiliations
- Proposed educational objectives for each presentation
- Industry sponsor supporting the symposium and name, mailing address, telephone number, and e-mail address of primary contact person at this company
- Name of third-party medical communications company, if any, involved in coordinating the program, including name, mailing address, telephone number, and e-mail address of primary contact person
- Preferred time slot
- Plans to convert program into an enduring program
- Statement by the CE provider that the presentation will meet all ACCME, FDA, OIG and other applicable guidelines for objective, unbiased, and balanced educational programs

PROMOTIONAL OPPORTUNITIES

Advance Program Promotion

Your dinner symposium fee includes one complimentary Course pre-registration to use in promoting your program. All promotional materials must be approved before electronic mailing. Because The William Steinberg Board Review in Gastroenterology and Best Practices Course is not a cosponsor of the dinner symposium, the following phrase is the only one which can be used in connection with the promotional materials: "Presented as a dinner symposium during the 2018 The William Steinberg Board Review in Gastroenterology and Best Practices Course."

We will place the program schedule for your dinner symposium on the Course website, linking to the program provider's online registration site. The listing and program schedule will also be printed in the meeting materials distributed to all meeting attendees. The final program schedule must be submitted by August 1, 2018, to be included in the meeting materials.

On-site Program Promotion

A 2' x 3' sign may be placed in a designated area near the Course registration desk the day before your symposium for publicity purposes. One additional sign may be placed outside the symposium meeting room on the day of your symposium. Three additional directional signs may be placed in the hotel no more than 2 hours before the symposium.

CONTACT

Leticia Hall

Office of Continuing Medical Education, The George Washington University

Ph: 202-994-4066

Email: leticiahall@gwu.edu and GIBoardReview@gmail.com

SPONSORSHIP APPLICATION

Company Information

Company Name: (as it should appear on printed materials)		
Contact Person:		
Company Street Address:		
City:	State:	ZIP Code:
Phone:	Fax:	
Email (required for confirmation):		

Sponsorship of Meals

Breakfast Sponsor (Aug 25, 2018)	<input type="checkbox"/> \$10,000
Breakfast Sponsor (Aug 26, 2018)	<input type="checkbox"/> \$10,000
Breakfast Sponsor (Aug 27, 2018)	<input type="checkbox"/> \$10,000
Breakfast Sponsor (Aug 28, 2018)	<input type="checkbox"/> \$10,000
Lunch Sponsor (Aug 25, 2018)	<input type="checkbox"/> \$12,500
Lunch Sponsor (Aug 26, 2018)	<input type="checkbox"/> \$12,500
Lunch Sponsor (Aug 27, 2018)	<input type="checkbox"/> \$12,500
Dinner Symposium (Aug 25, 2018)	<input type="checkbox"/> \$20,000
Dinner Symposium (Aug 26, 2018)	<input type="checkbox"/> \$20,000
Dinner Symposium (Aug 27, 2018)	<input type="checkbox"/> \$20,000

Agreement

Please sign after reading the Terms and conditions of agreement on the following page.

Authorized Representative (Name)	Date:
Signature	

TERMS AND CONDITIONS OF AGREEMENT

1. All exhibits are subject to review and approval by the Office of CEHP, George Washington University School of Medicine and Health Sciences.
2. This agreement shall not be binding upon the lessor (GW) until accepted and executed by Office of CEHP, GW. A counter signed copy of the contract will be returned to you as confirmation of your participation.
3. The violation of any part of this agreement, or any part of the regulations adopted by the Lessor, shall at the election of Office of CEHP, GW cause this agreement to become null and void. In such event, all sums previously paid for or contracted to be paid under this agreement shall be assigned, or otherwise disposed of, without the written approval of GW.
4. Refunds of any payment for tabletop space will be made at the sole discretion of Office of CEHP, GW with a \$75 processing fee deducted from the total paid. **No refunds due to cancellations will be made if cancellation is received less than two weeks prior to the start of the event.**
5. **Liability/Insurance:** Exhibitors shall be fully responsible to pay for any and all damages to property owned by the GW, its owners or managers which result from any act or omission of an exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless GW, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property, except to the extent caused by the negligence or willful misconduct of GW, its owners, managers, officers, or directors, agents, employees, subsidiaries and affiliates. The exhibitor acknowledges that GW does not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain liability insurance covering such losses. Each exhibitor, by signing an application to exhibit, understands that they assume responsibility for the conditions described above.
6. Office of CEHP, GW may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable or not in keeping with the character or purpose of Office of CEHP, GW.
7. **Advertising, canvassing, solicitation of business,** conferences in the interest of business, etc, are not permitted except by firms that have engaged with GW space to exhibit and then **only** in exhibit area assigned. Exhibitors are not permitted to go in the conference room.
8. The rental of exhibit shall not influence the control of content a selection of presenters and moderators. GW is ultimately responsible for control of content and selection of presenters and moderators.
9. **Disclosure of Financial Relationships:** GW will ensure disclosure to the audience of (a) company funding and (b) any significant relationship between the GW and the company or between individual speakers or moderators and the company.
10. **Involvement in Content:** There will be no "scripting," emphasis, or influence on content by the company or its agents.
11. **Ancillary Promotional Activities:** No product advertisements will be permitted in the program room.
12. **Objectivity & Balance:** GW will make every effort to ensure that data regarding the company's products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.
13. **Limitations of Data:** GW will ensure, to the extent possible, disclosure of limitations of data, (e.g., ongoing research, interim analyses, preliminary data, or unsupported opinion).
14. **Discussion of Unapproved Uses:** GW will require that presenters disclose when a product is not approved in the United States for the use under discussion.
15. **Opportunities for Debate:** GW will ensure opportunities for questioning or scientific debate.
16. All other support associated with this CME activity may only be provided with the full knowledge and approval of GW.
17. No other funds from the commercial company will be paid to the program director, faculty, or others involved with the CME activity (additional honoraria, extra social events, etc.).
18. Rental of **registration lists** is not available.
19. Taking **photographs or videotaping** is strictly prohibited, other than an official GW photographer. GW reserves the right to photograph or videotape an exhibit.