

American College of Gastroenterology

70th Annual Meeting



OFFICIAL EXHIBITOR PROSPECTUS, FLOOR PLAN AND RULES

*Sunday, Monday
Tuesday, Wednesday*

*October 30 & 31
November 1 & 2
2005*

Hawaii
Convention Center
Honolulu, Hawaii



Exhibitors at ACG's 2004 Meeting in Orlando

Abbott Laboratories
Abrazo Health Care
AcerMed, Inc.
ActivBiotics, Inc.
Affinity Medical Group
AkPharma, Inc.
Alveolus, Inc.
AmeriPath, Inc.
AmSurg Corp.
ASGE
Astra Zeneca, LP
Axcan Scandipharm, Inc.
B. C. Decker, Inc.
Bard Endoscopic Technologies
BARRx, Inc.
Bedfont Scientific USA
Berlex Laboratories
Bio-K+
Biocodex Pharmaceuticals
Blackwell Publishing
Boston Scientific/Microvasive
Endoscopy
Bovie/ Aaron Medical
Braintree Laboratories, Inc.
Calmoseptine, Inc.
Cejka Search
Celiac Disease Foundation
Celltech Pharmaceuticals, Inc.
Centocor
Chronic Liver Disease Foundation
Clinical Innovations, Inc.
CME Consultants, Inc.
CompHealth
Conmed Corporation
Coram Healthcare
Criticare Systems
Crohn's & Colitis Foundation
of America, Inc.
Curon Medical, Inc.
E-Z-EM, Inc.
EarthMark Companies
Elan Pharmaceuticals
Electronic Healthcare Systems, Inc.
EMSO
Endofusion
Endogenix
ERBE USA, Inc.
Ethicon Endo-Surgery, Inc. - PillCam™
ESO Currently pending 510(k) clearance
EXACT Sciences
Ferndale Laboratories, Inc.
Fleet Pharmaceuticals
Fujinon Inc.

Functional Brain-Gut Research Group
Gastroenterology & Endoscopy News
GATE Pharmaceuticals
Genova Diagnostics
GI Pathology Partners, P.C.
GI Supply
Given Imaging, Inc.
GlaxoSmithKline, Inc.
Group Financial Services
H.M.B. Endoscopy Products
Healthy Advice Networks
HRA Research
IFFGD
Immersion Medical
InKine Pharmaceutical Co., Inc.
INOVA Diagnostics
Isis Pharmaceuticals
Janssen Pharmaceutica, Inc.
Kaiser Permanente
Kenwood Therapeutics
Laboratory Corporation of America
Holdings
Lakewood Pathology Associates
Liberty Communications Network/
Medical Crossfire
Lippincott Williams & Wilkins
Locum Medical Group
Market Access Partners
McNeil Consumer Healthcare
MD-Reports/ Infinite Software Solutions,
Inc.
Medical Measurement Systems - USA,
Inc.
Medtronic
Meretek
Micro Direct, Inc.
Misys Healthcare Systems
Myriad Genetic Laboratories
National Digestive Diseases Information
Clearinghouse
National Pancreas Foundation
Nature Publishing Group
NDO Surgical, Inc.
Nestle Nutrition
New Arch
Novartis Pharmaceuticals Corporation
Oakfield Instruments, Inc.
Ochsner Clinic
Olympus America Inc.
OrigynRx
Ortho Biotech Products, LP
Otsuka
Pasadena Business Services, Inc.

Pathology Partners, Inc.
Pathology Specialists
Pentax
Pfizer, Inc.
PharmaCare Specialty Pharmacy
Physicians Endoscopy
Practical Gastroenterology
Presetti Laboratories
Priority Healthcare Corporation
Procter & Gamble
Procter & Gamble Healthcare
Procter & Gamble Pharmaceuticals
Prometheus
ProVation Medical, Inc.
QOL Medical, LLC
Quest Associates
Quest Diagnostics, Inc.
Quintron Instrument Company
Roche
Romark Pharmaceutical
Salix Pharmaceuticals, Inc.
Sandhill Scientific
Santarus, Inc.
Saunders/Mosby/Churchill/Butterworth
Schering-Plough
Schwarz Pharma
Shire U.S., Inc.
Sigma-Tau Pharmaceuticals, Inc.
SLACK, Inc
Solvay Pharmaceuticals, Inc.
Specialty Laboratories
Staff Care, Inc.
Sutter Health Physician Recruitment
TAP Pharmaceuticals, Inc.
Techlab, Inc.
The Cleveland Clinic
The Dannon Company
Therakos, a Johnson & Johnson
Company
U.S. Endoscopy Group
USGI Medical
UTECH Products, Inc.
Vision-Sciences, Inc.
Visionary Medical
Walgreens Home Care/Walgreens
Specialty Pharmacy
Western Maryland Health System
Willis-Knighton Health System
Wilson-Cook Medical, Inc.
World Congress of Gastroenterology
WorldTech USA, Inc.
Wyeth Pharmaceuticals
Xillix Technologies Corp.



2005 Exhibitor Rules

ASSIGNMENT OF BOOTH SPACE

Booth space will be assigned on a point system to establish priority as follows: 3 points for each year exhibiting plus 1 point for each additional booth over 1 – to a maximum of 6 points per year. An exhibitor’s point standing is available upon request. Space assignments will be made starting mid-May 2005. 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 in which 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.

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.

PAYMENT AND RESTRICTIONS

Exhibit space in the Hawaii Convention Center is priced as follows:

10' x 10' Linear Booth	\$2,640
Corner Booth	\$2,750
Island Booth Space	\$33/sq. ft.

Corner booths are permitted to eliminate the outside draped side rail.

A deposit of 50% of the contracted space should be forwarded with the application form. Booth space will not be assigned in pre-selection or at any other time until the deposit has been received. Any booth payment received after January 31, 2005 must be by certified check, cashier’s check, or wire transfer. 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 cancelling if space cannot be resold. There will be no refunds whatsoever for space cancelled after January 31, 2005. Checks should be made payable to the American College of Gastroenterology and sent to:

Attn: Exhibit Manager
American College of Gastroenterology
P.O. Box 342260
Bethesda, MD 20827-2260
(703) 820-7400

BOOTHS AND SIGNS

Ceiling height in the Hawaii Convention Center is 30'. There must be a 5' space between the top of the exhibit booth and the ceiling. A uniformly lettered, two-line decorative sign, 7" x 44", indicating the company name, city, state and booth number, will be furnished and properly located at the top of the back of the booth. Additional signs for display purposes may be ordered from the Official Decorator.

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.

ELECTRICAL

Electrical service will be provided by the Hawaii Convention Center. Information and order forms will be included in the Exhibitor Information Kit.

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.

Security lock-up cages may be rented for non-show hours storage of valuable items. Information and order forms will be included in the Exhibitor Information Kit. If security is required in your booth during or after normal show hours, you may contract directly with ACG’s security contractor for that

2005 Exhibit Dates and Hours

Sunday, October 30

3:30 pm – 7:00 pm

Monday, October 31

9:30 am – 4:00 pm

Tuesday, November 1

9:30 am – 4:00 pm

Wednesday, November 2

9:30 am – 12:00 noon



Floor Plan – Hawaii Convention Center





2005 Exhibitor Rules

SECURITY

service. Information and order forms will be included in the Exhibitor Information Kit.

The American College of Gastroenterology can assume no responsibility for any losses sustained by exhibitors.

SHIPPING INFORMATION

Complete information regarding drayage will be forwarded with the Exhibitor Information Kit after confirmation of space assignment.

Advance Shipments

SHIP EARLY, PREPAY ALL TRANSPORTATION CHARGES. COLLECT SHIPMENTS WILL NOT BE ACCEPTED. Advance warehouse shipments should be labeled and consigned as follows, and must be received by October 20, 2005:

To: Your Company Name
For: ACG-Exhibitor's Name & Booth Number
c/o Freeman Decorating Company
900 East Santa Ana St.
Anaheim, CA 92805

Direct Shipments

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 the Hawaii Convention Center will be under the supervision of Freeman Decorating Company. Direct shipments should be labeled and consigned as follows, and delivery may begin on Friday, October 28, 2005:

To: Your Company Name
For: ACG—Exhibitor's Name & Booth Number
Freeman Decorating
Hawaii Convention Center
1801 Kalakaua Ave.
Honolulu, HI 96815

Freeman Decorating's All Inclusive Freight Services Package

We have combined all domestic land transportation shipping, ocean voyage and material handling fees into one simple rate. This special flat rate includes not only the pick-up and return of your material from the location of your choice, but also the pick-up and return to multiple destinations anywhere in the continental United States. This service is available with either air or ground exhibit transportation, (not including pad wrapped material.)

By using Freeman Transportation services, you will not incur any unforeseen charges, such as late to warehouse fees, overtime, off target or truck waiting fees that are customarily charged as applicable. Nor will you incur any hidden charges such as wharfage, Island Delivery fees or Island delivery taxes that you may otherwise encounter. All shipments will be scheduled for delivery to show site based on your appropriate target date. All island fees are included in your flat fee.

Round Trip Ground Transportation – Including material handling.

1-999 lbs	1,000 - 1,999 lbs	2,000 – 5,000 lbs	5,000 + lbs
\$4.30/lb	\$4.10/lb	\$3.70/lb	Quoted Rate

Round Trip Air Transportation – Including material handling.

Deferred Air (4-6 days)	Expanded Air (2-3 days)
\$5.55/lb	\$6.55/lb

Air Freight shipments are based on actual or dimensional weight, which ever is greater. For questions, contact Julie Burluson at Freeman Decorating, Office (714) 245-3693 or cell (714) 936-2480.



2005 Exhibitor Rules

RESPONSIBILITY FOR DEBTS AND SUBCONTRACTORS

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 assure that the show 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 exhibitor and at the exhibitor’s expense, which the Exhibit Management believes are needed to meet these requirements, if those activities or services have not been timely provided by the exhibitor or by any subcontractor designated by the exhibitor.

Exhibitor agrees to be financially responsible for any debts incurred either by himself, by his subcontractor(s), or by Exhibit Management on his behalf, both generally and under the specific circumstances noted above. The exhibitor specifically agrees to indemnify the College, exhibition management and their agents and to hold them harmless in any dispute over fees. In the event that a subcontractor fails to make payment to the College, Exhibit Management or any agent of either for any costs incurred on the exhibitor’s behalf, for whatever reason — including bankruptcy of the subcontractor, or payment dispute — exhibitor agrees that such fees are his direct responsibility.

Nothing included above shall constitute an obligation upon the College, or Exhibit Management or their agents to arrange for or otherwise provide any activities and services normally the obligation of the exhibitor, and not specifically provided for elsewhere in this Agreement.

INSTALLATION AND DISMANTLING OF EXHIBITS

The Exhibit Halls will be available for set-up from 12:00 noon to 5:00 pm on Friday, October 28, from 7:00 am to 4:00 pm on Saturday, October 29 and from 7:00 am - 2:30 pm on Sunday, October 30. All exhibits must be set by 2:30 pm on Sunday, October 30. Assembly of exhibits during the regularly scheduled exhibit hours will not be permitted. At 12:30 pm on Sunday, October 30, 2005, an inspection will be made of the Exhibit Halls and exhibits which are obviously not being worked on and have no representative present will be assigned to the Labor Contractor for uncrating and erecting to facilitate removal of crates and initial cleaning prior to opening. Charges will be billed to the exhibitor.

All exhibits must remain intact until the official closing time of 12:00 noon on Wednesday, November 2, 2005 and may not be dismantled or removed, in whole or in part, before that time. After the close of exhibits, all shipping materials, crates, etc., must be removed from the Exhibit Hall no later than 12:00 noon on Thursday, November 3, 2005.

WEIGHT LIMIT

The weight limit on the floor of the Exhibit Hall is 250 lbs. per square foot.

CONDUCT OF EXHIBITS

Each exhibit shall be so installed as not to obstruct the view of, or interfere with the exhibits of others. No solid exhibit construction will be permitted to exceed 36" in height except in the back one-third of the booth. Maximum allowed height of rear wall displays is 8'. Any variance from this must be cleared in writing with the College’s office.

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. It has always been the policy of the ACG that selling and order taking by exhibitors at its meetings are not permitted. This prohibition of selling and order taking will be strictly monitored and enforced during the course of the meeting.

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 judgement on such matters.

Character of the exhibits is subject to approval of the College. 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 which 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 restrict at any time any exhibit deemed undesirable and the Management’s decision must be accepted as final in any disagreement between exhibitors.

**For further information
contact Elaine McCubbin at
ACG at 703-820-7400.**



2005 Exhibitor Rules

FIRE PROTECTION

All materials used in the Exhibit Hall must be flame-proofed and fire-resistant in order to conform to the local fire ordinances and in accordance with regulations established by the local Fire Department. Crepe paper or corrugated paper, flame-proofed or otherwise, will not be permitted. Excelsior or other paper is not to be used in crating merchandise. Display racks, signs, spotlights and special equipment must be approved before usage, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fire-proof may be dismantled. All aisles and exits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.

INDEPENDENCE OF EDUCATIONAL MEETING/ACCME REQUIREMENTS

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

1. The ACG educational program/CME activity during which exhibits are conducted is intended for scientific and educational purposes and will not directly or indirectly promote the company's products.
2. Each faculty member involved in the CME activity will complete a Disclosure of Interest statement and all disclosures will be reported to the activity's attendees.
3. No product literature or advertisements will be permitted in any rooms where the CME activity will be conducted. Company representatives should check with ACG staff whether they will be allowed to observe the CME activity.
4. Any discussion of the company's or its competitors' products conducted in the context of the CME meeting itself will be objectively presented with balanced discussion of prevailing information on these products and disclosure of limitations on data and any unapproved uses.
5. ACG will ensure that meaningful opportunities are presented for questioning or scientific debate at the educational sessions.
6. The above named company will not provide funds directly to the CME activity's faculty or participants in conjunction with the CME activity.
7. ACG and the above named company agree to abide by the requirements of the ACCME Standards for Commercial Support of Continuing Medical Education.

EXHIBITOR'S REPRESENTATIVES

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 setup badges for non-booth personnel for use on Friday, October 28 from 12:00 noon to 5:00 pm, Saturday, October 29 from 7:00 am to 4:00 pm, Sunday, October 30 from 7:00 am to 2:30 pm, Wednesday, November 2 from 12:00 noon - 12:00 midnight and Thursday, November 3 from 7:00 am - 12:00 noon during setup and teardown. Everyone must have either an ACG Badge or an Exhibitor Setup Badge during setup and teardown. Forms to be used for preregistering personnel will be mailed directly to the exhibitors. Badges must be picked up at the registration area as follows:

Friday, October 28	7:00 am - 8:00 pm
Saturday, October 29	7:00 am - 4:00 pm
Sunday, October 30	7:00 am - 8:00 pm
Monday, October 31	7:00 am - 4:00 pm
Tuesday, October 1	8:00 am - 4:00 pm
Wednesday, October 2	8:00 am - 12:30 pm

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.

NON-EXHIBITORS

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

HOTEL ACCOMMODATIONS

Hotel accommodations for exhibit personnel should be made directly with the Housing Bureau by filling out the "Exhibitor Block Hotel Request Form." All suite requests must be approved by the College. Each exhibiting company may request two rooms for each 10'x10' exhibit booth rented up to the maximum of ten rooms per company.

Annual Meeting Registration Statistics

1999	Phoenix, AZ	2697 Physicians
2000	New York, NY	3938 Physicians
2001	Las Vegas, NV	3000 Physicians
2002	Seattle, WA	3111 Physicians
2003	Baltimore, MD	3354 Physicians
2004	Orlando, FL	3400 Physicians

HOSPITALITY SUITES

Only those companies participating in the commercial exhibit program will be allowed to conduct hospitality suites in the Sheraton Hawaii or the Hawaii Prince Hotel Waikiki. 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



2005 Exhibitor Rules

HOSPITALITY SUITES	official functions of the College such as scientific sessions or College sponsored social functions (including exhibits).
SERVICE/MESSAGES	Information about installing telephones in exhibits will be included in the Exhibit Information Kit. Messages taken in the Message Center will be posted on the Message Board only, they will not be delivered to the Exhibit Hall.
PROTECTION OF THE CONVENTION CENTER	Exhibitors will be held liable for any damage caused to the Hawaii Convention Center property and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the facilities or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor. If any controversy arises as to the need or propriety, the Convention Center Management will be the final judge thereof and his decision shall be binding on all parties concerned.
LIABILITY AND INSURANCE	Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save 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, the Hawaii Convention Center, their employees and agents. In addition, Exhibitor acknowledges that the American College of Gastroenterology and the Hawaii Convention Center do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property loss/damage insurance covering such losses by Exhibitor.

Future ACG Meetings

2006 Las Vegas, NV October 20-25
2007 Philadelphia, PA October 12-17



Sponsorship Opportunities

Sponsorship Opportunities at the ACG Annual Meeting Honolulu, Hawaii October 28 – November 2, 2005

ACG recognizes that its Annual Meeting affords an extraordinary opportunity for companies in the pharmaceutical and device industry to access the more than 3,000 GI practitioners who will be attending the meeting. We welcome opportunities for partnerships with industry that both provide support for vital components of the meeting, and also increase physician awareness about sponsoring companies and their products or services. Some of the key sponsorship opportunities available at this year's ACG Annual Meeting in Hawaii are listed below, together with projected costs. You will note that ACG always adheres to a policy of offering a company which sponsored a program in the preceding year the right of first refusal for renewal of sponsorship for that same program in the next year. In this regard, there are several items listed below which are still pending renewal decision from last year's sponsor. If you are interested in one of these opportunities, please let us know and we can make an immediate contact to confirm whether last year's sponsor will be renewing support.

Aisle Banners \$51,500 SOLD FOR 2005	ACG is offering the opportunity to display your company logo and booth number on every aisle banner in the Exhibit Hall. This sponsorship is sure to draw more traffic to your booth as physicians are continually reminded to visit you while they are on the trade show floor.
CD-ROM of GI Pharmacology \$43,775 RENEWAL PENDING	For several years, ACG has published a CD-ROM capturing the content of the Annual Postgraduate Course. Now, ACG is offering a similar CD-ROM to memorialize and circulate more widely the presentations and discussions from our annual half-day program on What's New in GI Pharmacology to be held on Friday, October 28 in Honolulu. As the sponsor of this educational CD-ROM, your company logo will appear on the front and back of the CD-ROM cover.
CD-ROM of Postgraduate Course \$80,350 RENEWAL PENDING	For several years, ACG has published a CD-ROM capturing the content of the Annual Postgraduate Course. All sessions of the PG Course are captured, live and on-site, complete with the voice, slides and text of each presenter so that attendees can review the Course at their own pace from the comforts of home or office. As the sponsor of this educational CD-ROM, your company logo will appear on the front and back of the CD-ROM cover.
ACG Annual Meeting Abstracts on Disc \$62,850 RENEWAL PENDING	ACG publishes a CD-ROM capturing all the Annual Meeting abstracts presented in the plenary and poster sessions, in a full-text, searchable format. A simple search process locates and reviews abstracts by topic or author. As the sponsor of this educational CD-ROM, your company logo will appear on the front and back of the CD-ROM cover.
PosterView™ On-Disc \$52,750 RENEWAL PENDING	XPosterView™-On-Disc converts all the Annual Meeting posters to a searchable file which allows not only full text searches, but also searches of figures, graphs and charts. As the sponsor of this educational CD-ROM, your company logo will appear on the front and back of the CD-ROM cover.
Coffee Breaks Saturday – \$8,000 Sunday – \$8,000 Monday – \$7,000 Tuesday – \$6,000 Wednesday – \$5,000	Two coffee breaks will be offered each day in either the meeting lobby area or the Exhibit Hall. The cost shown at left is the price per coffee break. Your sponsorship will include signage in the coffee break area thanking your company. You will also have the opportunity to provide coffee cups and napkins bearing your company logo.
Internet Cafe \$41,200 SOLD FOR 2005	The ACG Internet Cafe offers physicians a chance to check their e-mail and surf the Web during the conference. As a sponsor of the Cafe, you will be recognized in the ACG Meeting News, have the opportunity to provide a screensaver with your company name and logo, a tent card with your company name and logo to place on the monitor and mousepad located at each station.
Job Forum \$15,000	The Job Forum gives job seekers and prospective employers a place to meet, review CVs and collect employment information during the meeting in Honolulu. Your company sponsorship will include acknowledgment in the Program Book, the ACG Meeting News and signage in the Job Forum area.
Lanyards \$23,175+cost of lanyards SOLD FOR 2005	These lanyards will be distributed at registration to all attendees. The lanyards can include your company logo/slogan. ACG will need to approve any design before distribution.



Sponsorship Opportunities

Message Stations \$20,000	New in 2005! ACG will offer four massage chairs for attendees on the trade show floor. Upper body massages will be given on special non-mechanical massage chairs to help attendees feel welcome, refreshed, appreciated and energized. By sponsoring the massage stations, doctors will be required to stop at your booth for their free massage tickets. Your sponsorship will include sign recognition in the massage area, an opportunity to place company materials in the massage area, and an acknowledgment in the ACG Meeting News.
Meeting Bags SOLD FOR 2005	Every attendee receives this bag when they register which includes all of the key materials for the meeting. As the sponsor of the Meeting Bags, your company will choose the bag design (ACG must approve) and your company logo will be included on the bag.
Presidential Reception \$40,000 SOLD FOR 2005	Approximately 1,000 attendees will attend the Presidential Reception on Monday, November 1. This is the largest social event offered during the ACG Annual Meeting. By sponsoring this event, your company will be recognized in the ACG Program Book, the Meeting News and through signage at the event.
Program Book \$85,000 RENEWAL PENDING	The Program Book is approximately 600 pages in length and includes the text of every paper and poster presentation along with information and a schedule on every event. Every attendee will be carrying it at the meeting and it promises a long "shelf life" when they return home. With this sponsorship, your company will have the chance to place a product ad on the back cover.
Room Drop Bags \$12,360 per drop + cost of logo on bag (\$2,000 – \$5,000) RENEWAL PENDING	During the meeting, every attendee will receive a bag at their hotel room which will include a copy of the ACG Convention News Daily, as well as updates from exhibiting companies as coordinated through ACG. The bag itself can include your company name and logo which are unmistakable as each doctor opens his/her mid-meeting information update. There are three room drops planned for the 2005 meeting.
Postgraduate Syllabus Book \$85,000 RENEWAL PENDING	The Postgraduate Course Syllabus is approximately 700 pages in length, and includes text contributions and related figures prepared by each of the course speaker/presentors. It is a state-of-the-art textbook in clinical gastroenterology, will be carried by each attendee at the Postgraduate Course, has great longevity in physician offices, as well as substantial demand among GI practitioners who have not been able to attend the ACG Meeting. With this sponsorship, you will have the opportunity for a company acknowledgement in the program and elsewhere as appropriate.
Self-Assessment Test \$41,200 RENEWAL PENDING	The Self-Assessment Test book contains 300+ questions and answers, and two versions are distributed to every Postgraduate Course attendee – a questions-only version, and a complete version containing questions, answers and annotated bibliography. As the sponsor of the educational book, you will have the opportunity to place a company ad on the back cover.
Spouse Hospitality \$10,000	Every year, the ACG Auxiliary makes a spouse hospitality suite available from Sunday through Wednesday where spouses can relax in a comfortable room, enjoy light snacks and beverages throughout the day and discuss events at the meeting. Your sponsorship will include signage in the room.
Symposia Sessions Book \$30,900 RENEWAL PENDING	The Symposia Session book was a new feature in 2003 and proved to be very successful because it consolidates all of the symposia handouts given out during the Annual Meeting. This book is distributed to every attendee of the Annual Meeting and promises to have a long shelf life after the meeting. Your sponsorship will include a company ad on the back cover of the book.
Water Bottle/ Soft Drink Bins \$20,000 (am or pm)	Five water bottle/soft drink bins will be placed throughout the trade show floor with your logo placed on each bin. Your sponsorship will cover all five bins either during the morning or the afternoon on one day. There are a total of five time slots available.
Abstracts and Meeting Planner Uploads \$80,000	Hundreds of abstracts and an interactive meeting planner will be available online and onsite via beaming stations for doctors to download on their PDA. Sponsorship will include recognition in the ACG Meeting News Daily, Program of Events and Exhibit Guide along with your company name and logo on the log-in screens on the PDA and signage at the beaming stations.



Advertising Opportunities

ACG Meeting News

The ACG Meeting News is a tabloid-sized newspaper, published twice during the meeting. It is ACG's official daily newspaper, published specifically for its Annual Scientific Meeting and Postgraduate Course. There are 2 issues of the ACG Meeting News — The Postgraduate Course edition, October 29-30, 2005 and the Annual Meeting edition, October 31-November 2, 2005. The ACG Meeting News provides meeting, exhibit and association news to all attendees and features up-to-the-minute information on daily events. Both issues of the ACG Meeting News will be distributed to all registrants and attendees through a pre-registration packet and during the meeting.

Advertisements will run in both the Postgraduate Course edition and the Annual Meeting edition, and will circulate to nearly 4,000 physicians and attendees. Your advertisement in the ACG Meeting News will reach a wide range of professionals in the medical field, from purchasers to administrators to physicians. These advertisements will encourage meeting attendees to visit your booth for more detailed information on your product or service. In addition, your ads will continue to work after the meeting ends by allowing attendees to reference your advertisement at home.

ACG Official Exhibit Guide

The ACG Official Exhibit Guide is the only official exhibit guide for the Annual Scientific Meeting and Postgraduate Course. The Guide provides important exhibit information to all attendees, including detailed exhibitor listings, a schedule of meeting events, and a floor plan of the Exhibit Hall. The ACG Official Exhibit Guide will be distributed to all registrants and attendees in their registration packets.

Your advertisement in the ACG Official Exhibit Guide will circulate to nearly 4,000 meeting attendees, from purchasers to administrators to physicians. Advertisements in the Guide encourage meeting attendees to visit your booth for more detailed information on your product or service, and provide an important reference for buyers, both during the meeting and after the meeting.

Mechanical Specs

Black & White Ads: One piece film and PMT prints
4-Color Ads: 4-color separations, right-reading, emulsion side down negatives plus film base proof
2-Color Ads: Two piece film, and film base proof required
Line Screen: 150 line
Optimum Density: 250

Digital Specs

When submitting advertising digitally, please provide the following: Industry Standard — MAC or PC files with all associated artwork and fonts, also provide a color laser proof. Please contact ACG for exact details.

Additional Information ACG Meeting News

Camera-ready art sized to dimensions listed below is expected. (Any resizing, mechanical or production services will necessitate additional costs.) We will attempt to preserve original condition of materials received, but publisher is not responsible for lost/damaged materials after publication. Ad materials for each issue must be identical. Publisher reserves the right to label ads as "Advertisement." Premium positions and inserts are also available (rates vary).

Additional Information ACG Official Exhibit Guide

Camera-ready art sized to dimensions listed below is expected. (Any resizing, mechanical or production services will necessitate additional costs.) We will attempt to preserve original condition of materials received, but publisher is not responsible for lost/damaged materials after publication. Premium positions are available (rates vary): Back cover – 50%, Inside covers – 40%, All other positions – 25%.

Ad Enhancers – ACG Official Exhibit Guide

One or both of these special "ad-hancers" will make your ad stand out!
LOGO* — Highlight your ad and increase recognition with your company logo: \$100



FLAG* — Let buyers know about your company's new product with this special starburst flag next to your ad: \$100

* Advertiser supplies logo, publication supplies flag. Unless requested during reservation, logo will not be returned.

Deadlines and Payments:

Space reservations – August 23, 2005
Payment due – August 23, 2005
Materials due – September 1, 2005

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

Advertising Opportunities

Ad Sizes – ACG Meeting News	Size	Dimensions (width x height)	Black & White Both Issues	4-Color Both Issues
	Full page bleed (TrimSize)	11½" x 15¼" 11¼" x 15"	\$7,830	\$9,540
	Full page non-bleed	10" x 14"	\$7,830	\$9,540
	Jr. page	7½" x 10"	\$6,600	\$8,315
	1/2 page	10" x 7" or 5" x 14"	\$5,625	\$7,340
	1/4 page	5" x 7"	\$3,425	\$5,135
	1/8 page	5" x 3½"	\$2,075	N/A
	1/16 page	5" x 1¾" or 2¼" x 3½"	\$1,470	N/A
	Classified	40 words	\$ 555	

Second color available for \$625

Agency commission 15%

Cover 4 position 50% premium

Ad Sizes – ACG Official Exhibit Guide	Size	Dimensions (width x height)	Black & White	4-Color
	Full page bleed (TrimSize)	8 ⁵ / ₈ " x 11¼" 8 ³ / ₈ " x 10 ⁷ / ₈ "	\$4,100	\$5,020
	Full page non-bleed	7" x 10"	\$4,100	\$5,020
	2/3 page	4 ⁵ / ₈ " x 10"	\$3,490	\$4,345
	1/2 page - horizontal	7" x 5"	\$2,940	\$3,800
	1/2 page - island	4 ⁵ / ₈ " x 7½"	\$2,940	\$3,800
	1/3 page - vertical	2 ³ / ₈ " x 10"	\$2,325	\$3,180
	1/3 page - square	4 ⁵ / ₈ " x 4 ⁷ / ₈ "	\$2,325	\$3,180
	1/4 page	3½" x 5"	\$1,835	\$2,695

Second color available for \$425

Agency commission 15%

**For further information
about advertising
opportunities, contact:
M.J. Mrvica Associates, Inc.
2 W. Taunton Avenue
Berlin, NJ 08009
(856) 768-9360
Fax: (856) 753-0064**

Housing Bureau Information

THE AMERICAN COLLEGE OF GASTROENTEROLOGY

70th ANNUAL SCIENTIFIC MEETING and POSTGRADUATE COURSE

October 28 – November 2, 2005

Hawaii Convention Center, Honolulu, Hawaii

Hotels and Rates

<i>Hotel Accommodation Options</i>	Ala Moana Hotel	Sheraton Waikiki	Sheraton Royal Hawaiian	Hyatt Regency Waikiki	Hawaii Prince Waikiki	Hilton Hawaiian Village	Renaissance Ilikai Waikiki
<i>Distance to Convention Center*</i>	0.43 mi.	1.04 mi.	1.04 mi.	1.65 mi.	0.58 mi.	0.32 mi.	0.51 mi.
Single/Double	\$135			\$189	\$179		\$169
City View		\$188					
Mountain View		\$208					
Partial Ocean View		\$228				\$225	
Ocean View		\$238	\$275			\$253	
Garden View			\$215			\$202	
Ocean View w/Kitchen							\$199
Deluxe Ocean View						\$270	\$199
Tower						\$304	

* Source: Mapquest

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