



Society of Gastroenterology Nurses and Associates, Inc.

SGNA 43rd ANNUAL COURSE – VENDOR PROGRAMS AND FOCUS GROUPS

Conference Dates: May 20 – 24, 2016 • Washington State Convention Center • Seattle, WA

Vendor Programs available May 19 – 22, 2016

SGNA is pleased to offer exhibitors the opportunity to host a Vendor Program at the 43rd Annual Course. As host of an SGNA Vendor Program, your company is entitled to present a conference session dedicated exclusively to your organization and its products. Our membership has expressed great interest in learning more about product innovations and enhancements, new services, and in-depth explanations of applications and product benefits. This is your forum for providing more than just a sales pitch. It's your chance to educate SGNA members on the value, benefit and uses of your products in a full presentation. You may also want to take this opportunity to gather feedback from your customers.

Exhibitors will be permitted to purchase up to two program time slots onsite with the option of reserving a third program pending availability in September 2015. Additionally, exhibitors may be interested in structuring the content of their Vendor Program such that attendees will be eligible to earn contact hours for attendance. Please call SGNA Headquarters at 800/245-7462.

To help ensure maximum attendance at your session(s), it is highly recommended that you promote your program to SGNA registrants. To help you in this effort, all Vendor Program participants will be provided with a full list of pre-registered attendees approximately six (6) weeks prior to the meeting so that you may send a pre-show mailing to highlight the value and importance of your Vendor Program. Additional marketing opportunities such as registration bag inserts or hotel room drops are available to help promote your program.

All rooms will be set classroom style and will range from 100–250 attendees based on room assignments. Note: All requests for large rooms are first-come, first-served. SGNA reserves the right to change the room assignments of the Vendor Programs as needed. Once the Vendor Program reaches room capacity, attendees will be asked to attend another Vendor Program.

All applications and session descriptions received by **September 9, 2015** will be included in the Annual Course Advance Program. You can include a contact name and number or e-mail for attendees to RSVP. In addition, your Vendor Program description (100 words or less) will be promoted on our Web site and printed in onsite materials. This will provide SGNA attendees with complete details about your presentation when they pick up their registration materials.

You will receive contact information from SGNA Show Management for the facility regarding your room set-up and food and beverage needs by March 2016. SGNA reserves the right to manage the Vendor Program food and beverage functions to ensure smooth program transitions.

Your Vendor Program includes the following standard audio/visual equipment: LCD Projector, screen, podium, lavalier microphone, laser pointer and sound system. You will receive an A/V order form and contact information if you want to order additional equipment.

Cost is \$3,250 per Vendor Program (limited availability).

Participants are welcome to provide additional audio/visual, food and beverage and decorative enhancements to the room; however, all related costs, including any room resets, will be the responsibility of the vendor. Vendor Programs are assigned on a first-come, first-served basis. Vendors may also hold a full day of educational classes on Thursday, May 19, 2016. For more information on these exciting opportunities, contact Jennifer Shupe at 312/673-5742 or jshupe@smithbucklin.com. Or, complete and return the attached application to reserve your space.

SGNA Annual Course Vendor Program Package. Educate the SGNA membership on the value, benefits and uses of your products year-round! Upgrade your Annual Course Vendor Program Package to include audio/visual recordings, made available to you, the program host, for publication post-Annual Course. This upgrade also includes SGNA distribution of information about your program to current members. Members will have access to your session through your company's site. Members will also have access to your program through a dedicated email to Annual Course attendees, SGNA *eScope* and *Dates and Deadlines*, announcing the availability of your session. **Price:** \$4,000 per recording

Focus Group(s): \$6,000 (limited availability). SGNA will work with you to convene a group of 8 to 12 attendees targeting your demographic to help your company gauge interest and promote services. SGNA will provide hosts a list of meeting registrants prior to the Annual Course, a meeting room in which to hold the 90-minute focus group, food and beverage and a stipend for participants.



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SGNA 43rd ANNUAL COURSE –VENDOR PROGRAM AND FOCUS GROUP APPLICATION

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Company Name:	
Contact:	
Address:	
City/State/Zip:	
Phone:	
Fax:	
E-mail:	

Please specify preferred time slot from 1 – 4 (with 1 being the most preferred). If you are requesting two program slots, please indicate these with an asterisk next to the time slot. Time slots will be assigned on a first-come, first-served basis. **NOTE: The Annual Course schedule has changed.**

<input type="checkbox"/>	Thursday, May 19 6:00 – 7:30 pm	<input type="checkbox"/>	Friday, May 20 5:00 – 6:30 pm	<input type="checkbox"/>	Saturday, May 21 5:00 – 6:30 pm	<input type="checkbox"/>	Sunday, May 22 6:15 – 7:45 pm
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Program times will be confirmed in August 2015.

Please email Jennie Richert at JRichert@smithbucklin.com listing the following:

- Title of session (to be printed in onsite materials) and name of presenter(s)
- Description of session (to be printed in onsite materials) and RSVP information for your program

Payment Information

Total Due for Vendor Programs: # of programs _____ @ \$3,250 each = \$ _____

All Day Vendor Program — Please contact Jennifer Shupe for more details.

Vendor Program Package Upgrade: \$4,000 per recording

Focus Group: \$6,000 each

Our check is enclosed (made payable to SGNA)

Check/Check Number: _____

Credit card (**Please do not provide credit card information on this contract**)

Upon receipt of this contract, SGNA will email an invoice to the main contact with link for online payment.

Cancellation of Vendor Programs: If notice is received prior to June 5, 2015, exhibitors are responsible for a \$100 processing fee. If notice is received after June 5, 2015, but prior to July 31, 2015, exhibitors are responsible for 50% of the total Vendor Program cost. If notice is received after July 31, 2015, no refunds are issued.

Return form to: SGNA Headquarters, Attn: Jennifer Shupe

Ph: 312/673-5742 • Fax: 312/673-6986

E-mail: jshupe@smithbucklin.com

Remit check payments to: SGNA Exhibits

8275 Solutions Center • Chicago, IL 60677-8002

Ph: 312/673-4785

If you would like a name, phone number and/or e-mail listed in the advance program for RSVP purposes, please submit this completed application and the following information by September 9, 2015.

Contact Name: _____

Phone: _____ E-mail: _____

TO ENSURE INCLUSION OF YOUR VENDOR PROGRAM IN THE FINAL PROGRAM, ALL COPY MUST BE SUBMITTED TO SGNA PRIOR TO FEBRUARY 26, 2016.