



*Position your organization as a leader among
GI/endoscopy nursing professionals*

Opportunities in Partnership

2012 Sponsorship Program



Society of Gastroenterology Nurses and Associates, Inc.

SGNA Headquarters

401 North Michigan Avenue, Ste 2200
Chicago, IL 60611-4267
800/245-SGNA (7462) or
312/321-5165
Fax: 312/673-6694
sgna@smithbucklin.com
www.sgna.org

Society of Gastroenterology Nurses and Associates

The Society of Gastroenterology Nurses and Associates, Inc. (SGNA) is a professional organization of nurses and associates dedicated to the safe and effective practice of gastroenterology and endoscopy nursing. SGNA carries out its mission of advancing the science and practice of gastroenterology and endoscopy nursing through education, research and collaboration, and by promoting the professional development of its members in an atmosphere of mutual support. For more than 35 years, SGNA has served as the voice of more than 8,000 members and their patients. Additional information is available at SGNA's Web site at www.sgna.org.

September 2011

Dear SGNA Corporate Partner,

SGNA proudly serves as the recognized leader in the advancement of gastroenterology and endoscopy nursing. We have a rich history of developing excellence in evidence-based research that defines practice statements and guidelines. I am honored to be part of SGNA, a professional nursing organization that sets its strategic initiatives on the needs of its membership, the GI community, our corporate partners and, most importantly, our patients. This year's theme, *SGNA: Finding the Leader in You: Making the Choice to Lead*, calls upon our members to recognize their role and responsibility to lead in today's challenging healthcare environment. An environment that presents with great opportunity to deliver the most current technology linked to best practice in their individual settings as well as in SGNA.

Our goals and objectives are strengthened through a collaborative approach. We recognize the key role that our sponsors play in providing essential funds for the next generation of nurse investigators and educators. If you are currently an SGNA sponsor, we **thank you** for the significant contributions that you have made to our GI/endoscopy specialty and we look forward to continuing to work with you. If you are new to SGNA, we welcome you and we encourage your participation in our future by becoming a 2012 sponsor.

Please support our future growth and demonstrate your commitment to the Society and to the specialty. As a collaborative sponsor, you will gain exposure to and recognition from SGNA members. We value your continued support and look forward to future collaborative opportunities.

To join our impressive list of sponsors or receive further information, please contact Debbie Cohen, SGNA Director of Corporate Sponsorship, at 847/251-6288 or dcohen226@aol.com.

We look forward to your collaboration and support!

Sincerely,

A handwritten signature in black ink that reads "Leslie E. Stewart".

Leslie E. Stewart, BA RN CGRN
2011-2012 President

A handwritten signature in black ink that reads "Dale West".

Dale West, CAE
Executive Director

Questions? Contact Debbie Cohen, Director of Corporate Sponsorship • 847/251-6288 • dcohen226@aol.com

TABLE OF CONTENTS

MESSAGE FROM THE PRESIDENT	2
OVERVIEW OF SGNA SPONSORSHIP OPPORTUNITIES	4
SPONSORSHIP OPPORTUNITIES BY CATEGORY	
INFECTION PREVENTION CHAMPIONS PROGRAM	6
PROFESSIONAL REFERENCE MATERIALS	7
CONTINUING EDUCATION OPPORTUNITIES	8
SELF STUDY OPPORTUNITIES	9
EVIDENCE-BASED RESEARCH AND PRACTICE OPPORTUNITIES	11
MEMBER SERVICES	12
SCHOLARSHIPS AND AWARDS	13
LEADERSHIP TRAINING	14
ANNUAL COURSE	15
EDUCATION	16
PUBLICATIONS	17
SPECIALTY ITEMS	18
SOCIAL EVENTS	18
BENEFITS OF SPONSORSHIP	19
RECOGNITION REQUIREMENTS	21
2011 SPONSORS	22

OVERVIEW OF SGNA SPONSORSHIP OPPORTUNITIES

PLEASE NOTE: SGNA OFFERS THE RIGHT OF FIRST REFUSAL TO THE COMPANY THAT SPONSORED THE ITEM/EVENT THE PREVIOUS YEAR. **IF YOU ARE A RETURNING SPONSOR, WE MUST HAVE A VERBAL COMMITMENT BY JANUARY 15, 2012** FOR ANY RETURNING COMMITMENTS IN 2012, OR THE ITEM/EVENT WILL BE MADE AVAILABLE TO OTHER SPONSORS.

SPONSORSHIP DESCRIPTION	AMOUNT	SPONSORSHIP CATEGORY	PAGE
HIGH LEVEL DISINFECTION MODULE	\$100,000	INFECTION PREVENTION PROGRAM	6
INFECTION PREVENTION CHAMPIONS PROGRAM	PRICE VARIES	INFECTION PREVENTION PROGRAM	6
GI NURSES AND ASSOCIATES DAY	\$75,000	MEMBER SERVICES	12
LEADERSHIP COMPETENCY TRAINING	PRICE VARIES	CONTINUING EDUCATION OPPORTUNITIES	8
AWARDS BANQUET	\$50,000	ANNUAL COURSE SOCIAL EVENTS	18
EVIDENCE-BASED RESEARCH AND PRACTICE PROGRAMS	\$40,000 - \$80,000	EVIDENCE-BASED RESEARCH OPPORTUNITIES	11
INTERNET PAVILION	\$35,000	ANNUAL COURSE SPECIALTY ITEMS	18
GI NURSING POCKET GUIDE: LEVEL ONE	\$35,000	PROFESSIONAL REFERENCE MATERIALS	7
WELCOME RECEPTION	\$35,000	ANNUAL COURSE SOCIAL EVENTS	18
SGNA WEB SITE	\$25,000/ YEAR \$2,500/ MONTH	MEMBER SERVICES	12
GI/ENDOSCOPY INFECTION PREVENTION WEB SITE	\$25,000/YEAR \$2,500/MONTH	INFECTION PREVENTION PROGRAM	6
MANUAL OF PULMONARY PROCEDURES FOR ENDOSCOPY NURSES, THIRD EDITION	\$25,000	PROFESSIONAL REFERENCE MATERIALS	7
MEMBER SERVICES TOLL-FREE NUMBER	\$25,000/ YEAR \$2,500/ MONTH	MEMBER SERVICES	12
ANNUAL COURSE CD-ROM SYLLABUS AND FINAL PROGRAM	\$25,000	ANNUAL COURSE PUBLICATIONS	17
TOTE BAG	\$25,000	ANNUAL COURSE SPECIALTY ITEMS	18
BASIC AND ADVANCED ASSOCIATES PROGRAM	\$25,000	CONTINUING EDUCATION OPPORTUNITIES	8
CERTIFICATION REVIEW PROGRAM	\$25,000	PROFESSIONAL REFERENCE MATERIALS	7
SGNA NEWS	\$20,000/ ISSUE	MEMBER SERVICES	12
KEYNOTE SPEAKER AND OPENING SESSION BEVERAGE BREAK	\$20,000	ANNUAL COURSE EDUCATION	16
TRAIN THE TRAINER COURSE	\$20,000	INFECTION PREVENTION PROGRAM	6
BADGE HOLDERS/ NECKCORD WALLETS WITH LANYARDS	\$15,000	ANNUAL COURSE SPECIALTY ITEMS	18
ANNUAL COURSE ONSITE POCKET GUIDE	\$15,000	ANNUAL COURSE PUBLICATIONS	17
SELF STUDY MODULES	\$10,000 TO \$20,000 EACH	SELF STUDY MODULES	9

GI PROCEDURE DVD LIBRARY	\$10,000	SELF STUDY MODULE	9
REGIONAL PRESIDENTS' LEADERSHIP CONFERENCE	\$10,000	LEADERSHIP TRAINING	14
WATER STATIONS WITH WATER BOTTLE	\$10,000	ANNUAL COURSE SOCIAL EVENTS	18
GENERAL SESSIONS	\$7,500/ EACH	ANNUAL COURSE EDUCATION	16
POSTER CENTER AND AWARDS	\$7,500	ANNUAL COURSE EDUCATION	17
RESEARCH SCHOLARSHIPS	\$5,000	SCHOLARSHIPS AND AWARDS	13
GABRIELE SCHINDLER CLINICAL EXCELLENCE AWARD	\$5,000	SCHOLARSHIPS AND AWARDS	14
DISTINGUISHED SERVICE AWARD	\$5,000	SCHOLARSHIPS AND AWARDS	14
OUTSTANDING REGIONAL SOCIETY AWARD	\$5,000	SCHOLARSHIPS AND AWARDS	14
REGIONAL SOCIETY MEMBER OF THE YEAR AWARD	\$5,000	SCHOLARSHIPS AND AWARDS	14
CONCURRENT SESSIONS	\$5,000/ EACH	ANNUAL COURSE EDUCATION	17
SGNA RN GENERAL EDUCATION SCHOLARSHIPS	\$3,000	SCHOLARSHIPS AND AWARDS	13
SGNA RN ADVANCING EDUCATION SCHOLARSHIPS	\$3,000	SCHOLARSHIPS AND AWARDS	13
REGIONAL PRESIDENTS' WEBCASTS	\$2,500/ EACH	LEADERSHIP TRAINING	14
NEW MEMBER WELCOME PACKAGE	\$2,500	MEMBER SERVICES	12
OPTIONAL SESSIONS	\$2,500/ EACH	ANNUAL COURSE EDUCATION	17
ANNUAL COURSE SCHOLARSHIPS	\$1,500	SCHOLARSHIPS AND AWARDS	13
NOVICE NURSE/ASSOCIATE SCHOLARSHIPS	\$1,500	SCHOLARSHIPS AND AWARDS	13
HOUSE OF DELEGATES BEVERAGE BREAK	\$1,500	ANNUAL COURSE SOCIAL EVENTS	18
ASSOCIATES PROGRAM SCHOLARSHIPS	\$1,000	SCHOLARSHIPS AND AWARDS	13
SPEAKERS FUND/SPEAKER READY ROOM	\$1,000 MINIMUM	ANNUAL COURSE EDUCATION	17

We recognize the significant support that this industry provides to the various regions of SGNA across the nation. SGNA Headquarters encourages you to continue to work directly with Regional Presidents to help them meet the educational needs of their members. Opportunities for new areas of support at the national level are welcome; multi-year commitments are encouraged.

SPONSORSHIP OPPORTUNITIES BY CATEGORY

INFECTION PREVENTION CHAMPIONS PROGRAM

PRICE VARIES BASED ON OPPORTUNITY

SGNA will launch the Infection Prevention Champions Program and Toolkit in 2012. This critical program is an outcome of the Infection Prevention Consortium which began in 2010. The main goal is to greatly improve infection prevention methods by training a Champion in every endoscopy unit. Champions will receive resources and training materials for the Champions and members of their GI/endoscopy units. The toolkit is still in development, but the current resources within the toolkit will include:

- Associate and Advanced Associate Program infection prevention content
- SGNA Reprocessing Competency Skills Checklist
- High Level Disinfection module including the wall chart and instructional DVD
- SGNA Position Statements/Guidelines
 - SGNA Standards of Infection Control in Reprocessing of Flexible Gastrointestinal Endoscopes
 - SGNA Guidelines for the Use of High-Level Disinfectants and Sterilants for Reprocessing Gastrointestinal Endoscopes
 - SGNA Statement on Reprocessing of Endoscopic Accessories and Valves
 - SGNA Statement on Reuse of Single-use Critical Medical Devices
 - SGNA Statement on Reprocessing of Water Bottles Used During Endoscopy

HIGH LEVEL DISINFECTION MODULE **\$100,000**

The High Level Disinfection module interprets SGNA guideline documents for standardizing safe, efficient infection control practice in endoscopy settings. The module includes an instructional DVD, learning guide and illustrated laminated cleaning chart to be displayed in the GI unit. The entire module will be distributed to all Infection Prevention Champions pilot program at no cost.

GI/ENDOSCOPY INFECTION PREVENTION WEB SITE **\$25,000/ YEAR or \$2,500/ MONTH**

Available beginning June 2012

In 2010, SGNA launched the online Infection Prevention Resource Center. This Web micro-site provides a central location for SGNA infection prevention resources and other pertinent information, in order to help GI units and facilities determine processes and answer questions. The SGNA Infection Prevention Web site averages around 650 new visitors each month spending around three minutes per visit.

TRAIN THE TRAINER: THE NURSE MANAGER'S GUIDE TO THE REPROCESSING COMPETENCY

\$20,000

The Train the Trainer Course is intended for GI-registered nurses and staff members who hold the responsibility to ensure cleaning and disinfection of endoscopes is done safely and effectively. This one-day course reviews SGNA Standards and Guidelines, reviews the reprocessing procedure through hands-on practice and discusses adult learning strategies for implementing competencies and improved procedures in their facilities.

PROFESSIONAL REFERENCE MATERIALS

NOTE: Sponsorship of each of these opportunities is available for a period of one year.

GI NURSING POCKET GUIDE: LEVEL ONE (SECOND EDITION) \$35,000

The second edition of the popular *GI Nursing Pocket Guide: Level One* will be released in 2012. This publication is a small, pocket sized manual used as a quick reference for basic gastroenterology nursing. The *Pocket Guide* includes but is not limited to information regarding basic GI procedures of the upper GI system, biliary system, pancreas and lower GI system; anatomy & physiology of the gastrointestinal tract; disease descriptions and related reference points; pharmacology; gastrointestinal endoscope information including size and accessory charts and terminology.

MANUAL OF PULMONARY PROCEDURES FOR ENDOSCOPY NURSES, THIRD EDITION \$25,000

The *Manual of Pulmonary Procedures* gives an overview of pulmonary procedures frequently performed in GI/endoscopy settings. Following a brief review of pulmonary anatomy and physiology, the manual presents 24 procedures, categorized as diagnostic, therapeutic, specimen collection and other. Additional sections discuss safety, standard equipment and common medications used. Each procedure includes a description, indications, contraindications, pre-, intra- and post-procedure assessment, care and responsibilities, patient teaching, equipment and potential complications.

CERTIFICATION REVIEW PROGRAM \$25,000

Support GI nursing certification with your support of these valuable reference materials to help members prepare for the ABCGN Certification Exam. This package includes the newly revised *GI/Endoscopy Nursing Review: Certification Study Manual*, the online practice exam and two Certification Review courses. The online practice exam consists of retired test questions. At the conclusion of the practice exam, incorrect answers plus references are shared with the individual to provide additional review.

CONTINUING EDUCATION OPPORTUNITIES

LEADERSHIP COMPETENCY TRAINING **PRICE VARIES BASED ON OPPORTUNITY**

Reserved for 2012

Demands on senior nursing staff continue to increase as nurse managers and educators are expected to have high levels of business acumen and strong communication, presentation and facilitation skills. SGNA is developing curriculum to meet the needs of nurse managers and educators including budgeting, financial management and contract negotiations training, as well as communication and presentation skills.

SGNA BASIC AND ADVANCED ASSOCIATES PROGRAMS **\$25,000**

PART OF THE INFECTION PREVENTION CHAMPIONS PROGRAM

These online programs for GI/endoscopy associates and technicians have been hugely popular, already providing education to over 3,500 GI/endoscopy professionals. The **Basic Program** consists of eight online modules and provides the associate/technician (or any new member of the team) with the basic understanding of the GI/endoscopy unit. These modules cover key topics such as: anatomy and physiology, equipment, infection control, patient care, risk management, roles and responsibilities, safety and emergency preparedness. The **Advanced Program** consists of three online modules and has been designed for associates/technicians to earn a higher level of education and recognition. The Advanced Program provides an opportunity to further one's knowledge in the GI/endoscopy field by applying critical thinking skills through case studies. Upon successful completion of either program, participants receive their GTS (GI Technical Specialist) or their AGTS (Advanced GI Technical Specialist) designation, along with a certificate of completion and lapel pin.

Content on infection prevention from the Associates and Advanced Associates Programs will be included in the Infection Prevention Champions Program Toolkit. Sponsorship of these modules will be extended to the Infection Prevention Champions Program.

SELF STUDY OPPORTUNITIES

SELF STUDY MODULES **\$10,000 TO \$20,000**

SGNA provides online educational programs to its members that offer free contact hour opportunities. Member participation in these programs has doubled over the past three years. Topics include Inflammatory Bowel Disease, SGNA Position Statements, Standards and Guidelines and selected Annual Course educational sessions. CD-ROMs and contact hour certificates for distribution are available, as well as additional opportunities that will allow SGNA members and non-members to participate electronically.

Inflammatory Bowel Disease Modules I & II

38th Annual Course sessions:

- An Evidence-based Resource for Gastroenterology Nurses: The Joanna Briggs Institute
- Benchmarking: Data-driven Best Practices
- Commitment to Safety: Protecting Patients From *Clostridium difficile* During Endoscopy *
- Courage to Begin: Novices Journey Into Nursing Research and Best Practice
- Courageously Navigating Regulations for an Effective Infection Control Program
- Deep Enteroscopy: The Future is Here
- Endoscope Cleaning Verification Test Study *
- Endoscopic Ultrasound: Back to Basics
- The Evidence That Isn't
- Infection Control: What Role Does the Technician Play?*
- "Mommy, I Can't Go:" Pediatric Constipation
- The New Face of Gluten Sensitive Conditions: Celiac Disease and Beyond
- Optimal Care for Inflammatory Bowel Disease Patients: A Multidisciplinary Team Model
- The Pancreas is a Harsh Mistress
- Prevention and Control of Infections Associated with Endoscopy *
- Safety in the GI Unit: Are you Prepared?
- Understanding Esophageal Manometry With Case Presentations
- What is the Evidence Behind our Sedation Practice?
- What Does Elevated Liver Enzymes Mean?
- When Two Halves Are Greater Than One Whole: Living Liver Donation

* Reserved

GI PROCEDURE DVD LIBRARY **\$10,000 FOR 200 DVDS AND 500 CONTACT HOURS**

Provide valuable training opportunities and self-study contact hours with SGNA's GI Procedure DVD Library. Each DVD features live footage of the procedure; interviews with the patient, physician, nurse and technician; step-by-step procedure guides, discussion questions/exams and contact hour evaluations/forms. The four DVD topics are available:

- Endoscopic Variceal Ligation (EVL/Banding)
- Endoscopic Retrograde Cholangiopancreatography (ERCP)
- Percutaneous Endoscopic Gastrostomy (PEG)/Percutaneous Endoscopic Jejunostomy (PEG-J)
- Self-Expanding Metal Stent (SEMS)

Your support of the DVD Library will help increase knowledge of advanced procedures, will help GI/endoscopy units develop better team cohesion that leads to higher patient care and comfort and will provide valuable self-study contact hour opportunities. After viewing the DVD, participants complete an evaluation and return it to SGNA to receive the contact hour certificate. Sponsorship package includes 200 DVDs (one topic each) and 500 free contact hour certificates for distribution.

SELF STUDY: SGNA POSITION STATEMENTS/STANDARDS AND GUIDELINES **\$10,000 EACH**

SGNA Position Statements and SGNA Standards and Guidelines address issues directly affecting the practice of gastroenterology nursing. Members use this resource to help ensure their facilities are following SGNA standards for staffing and equipment use. Sponsored position statements or standards and guidelines will offer Society members contact hour credit for reviewing the information and completing an online self assessment exam. Each sponsored position statement or standard and guideline will be available to members on SGNA's Web site for a period of one year.

SGNA POSITION STATEMENTS

GI/Endoscopy Procedures

- Performance of Gastrointestinal Manometry Studies and Provocative Testing

Device/Equipment Use

- Manipulation of Endoscopes During Endoscopic Procedures

Infection Control

PART OF THE INFECTION PREVENTION CHAMPIONS PROGRAM

- Statement on Reprocessing of Water Bottles Used During Endoscopy
- Statement on Reprocessing of Endoscopic Accessories and Valves
 - Reuse of Single-Use Critical Medical Devices
-

Staffing and Role Delineation

- The Role of the Nurse/Associate in the Placement of Percutaneous Endoscopic Gastrostomy (PEG) Tube
- Role Delineation of the Advanced Practice Registered Nurse in Gastroenterology
- Role Delineation of Nursing Assistive Personnel in Gastroenterology
- Role Delineation of the Licensed Practical/Vocational Nurse in Gastroenterology
- Role Delineation of the Registered Nurse in a Staff Position in Gastroenterology
- Statement on Minimal Registered Nurse Staffing for Patient Care in the Gastrointestinal Endoscopy Unit
- Role of GI Registered Nurses in the Management of Patients Undergoing Sedated Procedures (ASGE/SGNA Joint Position Statement)

Patient Safety

- Radiation Safety in the Endoscopy Setting

Sedation

- Statement on the Use of Sedation and Analgesia in the Gastrointestinal Endoscopy Setting

SGNA STANDARDS AND GUIDELINES

GI/Endoscopy Procedures

- Guidelines for Performance of Flexible Sigmoidoscopy by Registered Nurses for the Purpose of Colorectal Cancer Screening
- Guidelines for Documentation in the Gastrointestinal Endoscopy Setting

Infection Control

PART OF THE INFECTION PREVENTION CHAMPIONS PROGRAM

- Guidelines for the Use of High Level Disinfectants and Sterilants for Reprocessing of Flexible Gastrointestinal Endoscopes
- Standards of Infection Control in Reprocessing of Flexible Gastrointestinal Endoscopes

Staffing and Role Delineation

- Standards of Clinical Nursing Practice and Role Delineation Statements

Other

- Guidelines for Preventing Sensitivity and Allergic Reactions to Natural Rubber Latex in the Workplace

EVIDENCE-BASED RESEARCH OPPORTUNITIES

EVIDENCE-BASED RESEARCH AND PRACTICE **\$40,000 - \$80,000**

As part of the Society's strategic initiative to train SGNA members in the area of evidence-based research and practice, two new programs are being launched in 2011-2012. Both of these programs will focus on evidence-based research related to GI/endoscopy issues. Through participation in research activities, SGNA members will learn to translate research into practice and will be better positioned to make clinical decisions that will positively affect patient care, improve patient outcomes and increase the knowledge base within the GI/endoscopy practice. Both programs require a three year commitment from SGNA members with expected research outcomes. All research findings will be disseminated through SGNA via the *Gastroenterology Nursing Journal*, Annual Course presentations, SGNA Web site and the Joanna Briggs Institute.

NURSE FELLOWSHIP PROGRAM

The SGNA Nurse Fellowship Program will focus on the education of **staff nurses** in the area of evidence-based practice. In the fall of 2011, eight to ten staff nurses will be selected as Nurse Fellows and will be trained through the TCU Center for Evidence Based Practice and Research: A Collaborating Center of the Joanna Briggs Institute (www.joannabriggs.edu.au/ ; www.harriscollege.tcu.edu). SGNA fellows will participate in research projects focused the on GI/endoscopy related issues.

SCHOLARS PROGRAM

The Scholars Program will be geared toward **doctorate or master's program trained nurses**. Eight individuals will be selected in the fall of 2011 to be the inaugural class of Scholars. These individuals will conduct systematic reviews on GI/endoscopy related issues. Scholars will be trained through the TCU Center for Evidence Based Practice and Research: A Collaborating Center of the Joanna Briggs Institute (www.joannabriggs.edu.au/; www.harriscollege.tcu.edu).

MEMBER SERVICES

GI NURSES AND ASSOCIATES DAY **\$75,000**

Reserved for 2012

Help SGNA members celebrate GI Nurses and Associates Day on March 28, 2012. Your support will include sponsorship of one issue of *SGNA News* including a poster mailed to all members for display in their units or facilities and distribution of Celebration Kits to members' facilities. Celebration Kits include certificates of appreciation, thank you note cards, lapel pins and a poster.

SGNA WEB SITE **\$25,000/ YEAR or \$2,500/ MONTH**

Recently redesigned www.SGNA.org continues to be one of the premier Web sites in the industry. With increased functionality, the Web site is the day-to-day touch point for all SGNA activities. The SGNA Web site receives an average of more than 400 visits per day, with visitors remaining on the site for approximately five minutes per visit.

MEMBER SERVICES TOLL-FREE NUMBER **\$25,000/ YEAR or \$2,500/ MONTH**

Imagine more than 42,000 nurses a year hearing "Hello, thank you for calling the SGNA help line brought to you by (your company name and tagline)." One toll-free phone number allows callers to reach SGNA Headquarters, ABCGN Headquarters or place a product order. Inquiries include membership questions, educational opportunities, certification and clinical questions.

SGNA NEWS **\$20,000/ ISSUE**

The *SGNA News* newsletter is the primary vehicle for celebrating the Society and its membership, and is rated by members as the number one benefit. Four issues of *SGNA News* will be distributed to all SGNA members in 2012. Each issue focuses on the strong GI/endoscopy nursing community and includes articles from SGNA leadership. Sponsorship of *SGNA News* includes a full page ad within the sponsored issue and logo recognition on the front cover. In addition, SGNA members will receive an e-mail message promoting the online version of the newsletter. This message will include the sponsor logo and a 250 word sponsor message offering even greater exposure to this targeted audience.

NEW MEMBER WELCOME PACKAGE **\$2,500**

Be a sponsor of the welcome package for **new** SGNA members! Packed with important information, the SGNA member benefits package is a great introduction to SGNA for new GI nurses and associates. Additional recognition will include logo recognition on the New Member Web page. Reach approximately 1,200 nurses and associates annually with this package.

SCHOLARSHIPS AND AWARDS

THE SOCIETY IS DEDICATED TO THE PROFESSIONAL DEVELOPMENT OF GASTROENTEROLOGY AND ENDOSCOPY NURSES AND ASSOCIATES. THROUGH THE FOLLOWING AWARDS, SGNA SEEKS TO RECOGNIZE THOSE WHO HAVE DEMONSTRATED A DEDICATION TO THE SAFE AND EFFECTIVE PRACTICE OF GASTROENTEROLOGY AND ENDOSCOPY NURSING, TO CONTINUING EDUCATION AND TO THE GOALS OF SGNA.

SCHOLARSHIPS:

NOTE: THE FOLLOWING SCHOLARSHIPS ARE LIMITED TO 10 PER COMPANY, 20 TOTAL SCHOLARSHIPS PER CATEGORY. OPPORTUNITIES TO ENDOW OR NAME SCHOLARSHIPS ARE ALSO AVAILABLE TO SPONSORS.

◆ **RESEARCH SCHOLARSHIPS \$5,000 EACH**

SGNA offers research scholarships to members who will conduct research to enhance the quality of care for patients. Applications are reviewed by the Research Committee for appropriateness and compliance with established criteria.

◆ **SGNA RN GENERAL EDUCATION SCHOLARSHIPS \$3,000 EACH**

With the current nursing shortage, these scholarships are of critical importance. Help support a nursing student by contributing to the Student Nurses Scholarship Fund. Candidates will be reviewed by the Awards Committee and scholarships of \$2,500 will be awarded to qualifying submitters. These scholarships are available to individuals enrolled in an accredited RN program who have a minimum GPA of 3.0.

◆ **SGNA RN ADVANCING EDUCATION SCHOLARSHIPS \$3,000 EACH**

SGNA is offering the RN Advancing Education Scholarship to a registered nurse working in gastroenterology who wishes to continue her or his education by pursuing a BSN, MSN or PhD. Candidates will be reviewed by the Awards Committee and scholarships of \$2,500 will be awarded to qualifying submitters. Eligible applicants are SGNA members enrolled in an accredited advanced degree program who have a minimum GPA of 3.0.

◆ **ANNUAL COURSE SCHOLARSHIPS \$1,500 EACH**

DEADLINE: MARCH 1, 2012

Contributions for educational grants benefit patients, families and caregivers through preservation of quality education in the specialty of gastroenterology and endoscopy nursing. SGNA awards scholarships and educational grants for members to attend the Annual Course. Based on available funding, grants will be awarded each spring to those members who meet the established criteria. New for 2012, each sponsor will have the opportunity to promote their company's recipient(s) during the Annual Course.

◆ **NOVICE NURSE/ASSOCIATE SCHOLARSHIPS \$1,500 EACH**

DEADLINE: MARCH 1, 2012

The SGNA Novice Nurse/Associate Scholarship has been established to help new SGNA members (those who have been members for less than two years) attend their first SGNA Annual Course. The scholarship is designed to help professionals who are new to the GI/endoscopy field experience all that the Annual Course has to offer. Based on available funding, grants will be awarded each spring to those members who meet the established criteria. New for 2012, each sponsor will have the opportunity to promote their company's recipient(s) during the Annual Course.

◆ **ASSOCIATES AND ADVANCED ASSOCIATES PROGRAM SCHOLARSHIPS \$1,000 EACH**

The SGNA Associates and Advanced Associates Program Scholarships have been established to help associate and technician members complete their GTS (GI Technical Specialist) or their AGTS (Advanced GI Technical Specialist) training through SGNA's online training program. Your sponsorship will fund grants of \$80 or \$100 per person depending on the program for members and non-members who meet the established criteria.

AWARDS:

◆ **GABRIELE SCHINDLER CLINICAL EXCELLENCE AWARD** **\$5,000**

Named for an early pioneer in gastroenterology patient care, the Gabriele Schindler award annually recognizes a member who has made important contributions in direct patient care in one or more performance categories. This prestigious award includes an inscribed plaque and medallion, full course registration, airfare and three-day hotel stay at the Annual Course, at which the presentation is made and the recipient will be recognized in *SGNA News*.

◆ **DISTINGUISHED SERVICE AWARD** **\$5,000**

This annual award recognizes a current SGNA member who has made significant contributions to the regional and national activities of the Society in the previous year. Applicants must have been members of SGNA for at least five years and have full- or part-time experience in gastroenterology or endoscopy in a supervisory, teaching, clinical or administrative capacity. Recipients of this award receive an inscribed plaque and medallion, full course registration, airfare and three-day hotel stay at the Annual Course, at which the presentation is made and the recipient will be recognized in *SGNA News*.

◆ **OUTSTANDING REGIONAL SOCIETY AWARD** **\$5,000**

This award recognizes the Regional Society most active and dynamic in achieving the goals of SGNA at the regional level. The Regional Society will receive a banner and a stipend. This award encourages Regional Society members to network with others in their geographical area and to maintain continuous education about gastroenterology nursing.

◆ **REGIONAL SOCIETY MEMBER OF THE YEAR AWARD** **\$5,000**

This award recognizes a regional volunteer who exemplifies the important role a regional leader plays in the continued success of SGNA. Each nominee is evaluated on her or his contribution as a facilitator/mentor, the innovative approach to regional issues, organizational and operational skills and a demonstrated passion for SGNA. The recipient receives airfare, a three-night hotel stay and full course registration at the Annual Course and an award presented during the SGNA Awards Ceremony.

LEADERSHIP TRAINING

Show your support of SGNA's Regional Societies and bring valuable training to future leaders of the Society by sponsoring a Regional Presidents event.

REGIONAL PRESIDENTS LEADERSHIP CONFERENCE **\$10,000 EACH**

The annual Fall Leadership Conference provides members of SGNA's regional societies with leadership training, mentoring and networking opportunities. The conference offers essential tools and tips on leadership to incoming Regional Presidents as well as other board members prior to assuming their elected officer roles for the upcoming year. This conference is the *only* meeting outside of the Annual Course that brings the SGNA Leadership together.

REGIONAL PRESIDENTS WEBCAST SERIES **\$2,500 EACH**

Gain visibility with the Society leadership by sponsoring a quarterly Regional Presidents Webcast. These sessions provide members in regional leadership positions the opportunity to develop leadership skills. Possible topics include

- Public Policy/Public Awareness
- Contact Hour Approval
- Sponsorship/Exhibiting
- Membership Recruitment and Retention

Your support will bring valuable training to future leaders of the Society.

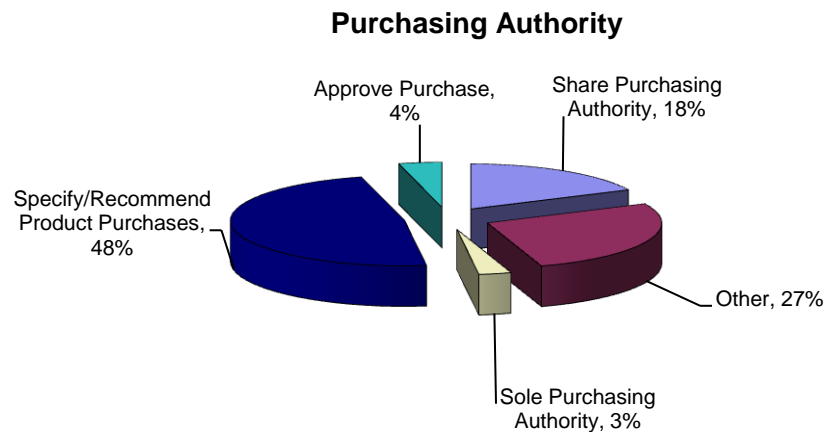
SGNA 39TH ANNUAL COURSE — MAY 18-23, 2012

SGNA MEMBERS ARE LOOKING FORWARD TO THE OPPORTUNITIES PROVIDED TO THEM AT THE SGNA 39TH ANNUAL COURSE IN PHOENIX, ARIZONA. THE ANNUAL COURSE IS THE ONLY EVENT DEDICATED TO THIS SPECIALIZED AUDIENCE.

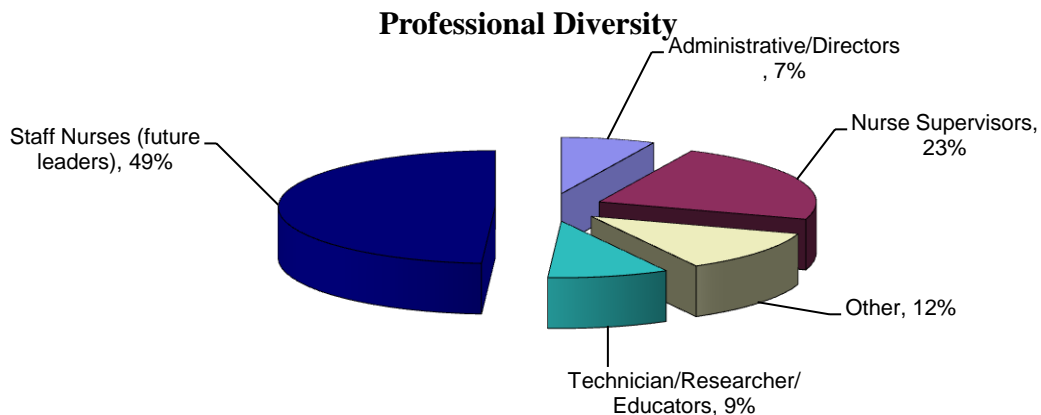
SNAPSHOT OF ANNUAL COURSE ATTENDEES:

- ◆ **90%** of respondents report they make or influence purchasing decisions.
- ◆ **70% of attendees** indicated that their **primary practice** is in a **hospital** followed by **19%** of attendees practicing at an ambulatory surgical center or GI clinic.
- ◆ **68%** spent **three or more hours** talking to vendors and **76%** indicated that they are **more likely to do business with a sponsor or exhibitor** of the Annual Course. **67%** have taken **direct action** as a result of seeing a vendor at the conference.

SGNA ANNUAL COURSE ATTENDEES ARE PURCHASING DECISION-MAKERS FOR GI/ENDOSCOPY AND OTHER MEDICAL SUPPLIES



SGNA MEMBERS REPRESENT A WIDE VARIETY OF HEALTHCARE PROFESSIONALS



ANNUAL COURSE EDUCATION – DEADLINE: MARCH 1, 2012

◆ KEYNOTE SPEAKER AND OPENING SESSION BEVERAGE BREAK

SUNDAY, MAY 20, 1:10 PM – 2:40 PM

\$20,000

Extend a warm welcome to conference attendees by hosting the first beverage break of the Annual Course! Attendees will be appreciative of the chance to network with peers and talk about the upcoming events.

Happy People Don't Get Sick: The Link Between Joy and Health
Patricia Raymond, MD FACP FACG

◆ GENERAL SESSIONS **\$7,500 EACH**

Six general sessions will be offered during the 39th Annual Course. General sessions have a sizable audience, with no competing events, and give attendees a chance to collectively come together for educational sessions. Gain valuable awareness, and reach all participants in one setting by sponsoring a general session,

○ SUNDAY, MAY 20, 3:00 PM – 4:30 PM

Digestive Endoscopy in Six Decades

Peter B. Cotton, MD FRCS FRCP

○ MONDAY, MAY 21, 8:00 AM – 9:30 AM

○ **When Things Become Complicated (and Legal): Essentials That Will Help You Stay Out of Court**

Tracy Simeon, BSN RN

○ TUESDAY, MAY 22, 8:00 AM – 9:00 AM

Legislative and How it Relates to the Healthcare Practice

○ TUESDAY, MAY 22, 9:05 AM – 10:05 AM

ERCP Topic

M. Edwyn Harrison, MD

○ WEDNESDAY, MAY 23, 9:30 AM – 10:20 AM

Aim Higher! Ignite *Limitless* Potential. Tomorrow is Ours to Create!

Phyllis Malpas, MA RN CGRN

○ WEDNESDAY, MAY 23, 10:25 AM – 11:55 AM

Intraoperative Endoscopy: Improving Operative Outcomes

Robert D. Fanelli, MD FACS FASGE

Please see the Annual Course Advance Program at www.sgna.org in December 2011 for a complete list of sessions.

◆ **POSTER CENTER AND AWARDS** **\$7,500**

The Poster Center is an important part of the educational experience and contact hour opportunity at the Annual Course. Members value the learning experience that your sponsorship will provide. Show your support by underwriting the Poster Center and Awards for Education and Research poster winners.

◆ **SPEAKERS FUND/SPEAKER READY ROOM** **\$1,000 MINIMUM**

A key reason attendees come to the Annual Course is for the excellent education provided by the highly qualified speakers. This fund helps support SGNA's ongoing educational efforts by supporting the speaker ready room, used by presenters and volunteer moderators and monitors throughout the Course.

◆ **EDUCATIONAL TRACKS AND CONCURRENT SESSIONS**

CONCURRENT SESSIONS	\$5,000
OPTIONAL SESSIONS	\$2,500
EDUCATIONAL TRACKS	PRICING DEPENDENT ON TRACK SELECTED

Concurrent educational sessions are the backbone of the SGNA Annual Course. SGNA provides quality, cutting-edge education for GI nurses and associates throughout the continuum of their career. Let members know you support their continuing education in the field of GI/endoscopy by sponsoring one or more sessions, or an entire track. Many presentations are selected from abstracts submitted to SGNA and cover a variety of clinical and managerial issues.

● **EDUCATIONAL TOPICS**

Courses are offered in the following educational categories, with sessions geared toward various experience levels:

- GI Diseases (IBD, Hepatitis, Liver Disease, Colorectal Cancer, etc.)
- Management/Leadership Skills/Business Acumen
- Procedure Skills (ERCP, EUS, PEG, Bronchoscopy)
- Emerging Technology
- Infection Prevention
- Evidence-based Practice and Research
- Sedation Administration
- Nursing/Assistive Personnel

ANNUAL COURSE PUBLICATIONS

◆ **ANNUAL COURSE CD-ROM SYLLABUS AND FINAL PROGRAM** **\$25,000**

DEADLINE: MARCH 1, 2012

Onsite materials are distributed to all attendees and are referenced long after the close of the Annual Course. The Final Program serves as the scheduling roadmap and contains all important information for attendees. This bound program will include the Annual Course schedule, exhibitor descriptions and floor maps. The CD-ROM Syllabus will contain all speaker/session presentations for reference after the Annual Course.

◆ **ANNUAL COURSE ONSITE POCKET GUIDE** **\$15,000**

DEADLINE: MARCH 1, 2012

A handy reference booklet, the pocket guide is used by attendees throughout the Annual Course. Attendees will see your company logo many times as they reference the program throughout the Course.

ANNUAL COURSE SPECIALTY ITEMS

NOTE: DUE TO PRODUCTION/PLANNING TIME CONSTRAINTS, PLEASE NOTE THE DEADLINE FOR EACH SPECIALITY ITEM SPONSORSHIP.

◆ **INTERNET PAVILION** **\$35,000**

DEADLINE: MARCH 1, 2012

Help attendees stay in touch during the Annual Course by supporting the Internet Pavilion. Members will appreciate the opportunity to stay connected with work colleagues and family members at the ten computer terminals while in Phoenix.

◆ **TOTE BAG** **\$25,000**

DEADLINE: DECEMBER 15, 2011

Provide attendees with a tote bag featuring your company name. Used by attendees to carry course materials, the conference tote bags give your company maximum exposure during and after the course.

◆ **BADGE HOLDERS/NECKCORD WALLETS WITH LANYARDS** **\$15,000**

DEADLINE: DECEMBER 15, 2011

Let each meeting registrant “wear” your name daily throughout the meeting. Two zippered compartments can hold a hotel key, money or personal valuables. Sponsorship of this item will give your company high visibility while providing attendees with a useful item both during and after the conference.

ANNUAL COURSE SOCIAL EVENTS **DEADLINE: MARCH 1, 2012**

◆ **AWARDS BANQUET** **\$50,000**

All attendees are invited to attend this prestigious celebration on Tuesday evening in honor of the 2012 SGNA award winners. A sit-down banquet, live entertainment and a cash bar make this a truly memorable evening.

◆ **WELCOME RECEPTION** **\$35,000**

Welcome attendees to Phoenix by hosting the Saturday evening celebration. Attendees will look forward to reconnecting and relaxing with friends upon arrival. Event includes a dessert reception, musical entertainment, dancing and cash bar.

◆ **WATER STATIONS WITH WATER BOTTLE** **\$10,000**

Help SGNA attendees and the environment by sponsoring water stations placed throughout the Annual Course facility. Each attendee will receive a water bottle featuring your company’s logo. Attendees will refill their water bottles and see your company’s name throughout the course.

◆ **HOUSE OF DELEGATES BEVERAGE BREAK** **\$1,500**

Welcome the SGNA leadership by hosting the House of Delegates beverage break. SGNA leadership will appreciate this break in the day to network and rejuvenate their spirits. *(Note: Cocktail napkins and cups with sponsor logo are available through SGNA at cost for each break.)*

BENEFITS OF SPONSORSHIP

In appreciation of your company's **cumulative** 2012 national sponsorship support, SGNA will be pleased to recognize you in the following ways:

YEAR ROUND RECOGNITION

	Diamond Sponsorship \$100,000+	Emerald Sponsorship \$75,000 - \$99,999	Platinum Sponsorship \$50,000 - \$74,999	Gold Sponsorship \$25,000 - \$49,999	Silver Sponsorship \$10,000 - \$24,999	Bronze Sponsorship up to \$9,999
Recognition in SGNA News	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Recognition in Gastroenterology Nursing Journal	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Quarterly Executive Briefings	Yes	Yes	Yes	Yes	Yes	Yes
SGNA Web site	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Use of "Proud SGNA Sponsor" in company materials (letterhead, marketing materials)	Yes	Yes	Yes	Yes	Yes	Yes
Individual company page on SGNA Web site	500 word description, new product listing opportunity and link to company Web site	350 word description, new product listing opportunity and link to company Web site	250 word description, new product listing opportunity and link to company Web site	150 word description, new product listing opportunity and link to company Web site		
Invitation to serve on Corporate Executive Group	Yes	Yes	Yes			
Corporate Memberships	Five Members	Three Members	Two Members			
Web banner on Annual Course Web site page	Yes					

39TH ANNUAL COURSE RECOGNITION

	Diamond Sponsorship \$100,000+	Emerald Sponsorship \$75,000 - \$99,999	Platinum Sponsorship \$50,000 - \$74,999	Gold Sponsorship \$25,000 - \$49,999	Silver Sponsorship \$10,000 - \$24,999	Bronze Sponsorship up to \$9,999
Priority Point(s) for 2013 Annual Course booth selection	Six priority points	Five priority points	Four priority points	Three priority points	Two priority points	One priority point
Recognition on sponsor signage at General Session & Exhibit Hall	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Recognition in printed pieces	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Recognition in Opening Ceremony	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Verbal recognition by SGNA President	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor sign for booth designating level of support	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor ribbons for company personnel designating level of support	Yes	Yes	Yes	Yes	Yes	Yes
Use of Annual Course logo (subject to approval)	Yes	Yes	Yes	Yes	Yes	Yes
Invitation to President's Reception	Yes	Yes	Yes	Yes	Yes	
Meeting with SGNA Leadership	Yes	Yes	Yes	Yes		
Sponsor lapel pins for company personnel designating level of support	Yes	Yes	Yes	Yes		
Complimentary registration to all educational sessions (excludes vendor programs)	Three registrations	Two registrations	One registration			
Jumbo sponsor check for booth and leadership photo opportunity	Yes	Yes				

RECOGNITION REQUIREMENTS

PRODUCT VS. COMPANY LOGO

Because SGNA is a 501(c)(6) organization, certain Tax Code Regulations must be followed to remain within the qualified sponsorship payment safe harbor. SGNA's guidelines for the use of product logos are:

- ◆ A product logo may be placed on a non-educational sponsored item as sponsorship recognition.
- ◆ A product logo cannot be used for general recognition (overall Course banners, Web site page, publications, etc.).
- ◆ The product logo is to be a logo only, and cannot contain any quantitative or comparative language, price information, or other indications of savings or value, an endorsement or an inducement to purchase, sell or use the product or service.
- ◆ Print advertisements and promotional materials shall not be interleaved within the pages of the CE content.

LOGO REQUIREMENT AND USE

SGNA will need to receive your logo as a Vector-based .eps format, as well as a .jpg, .gif or .tif file. This format is to ensure that you receive the highest quality logo recognition. All logo recognition will be a single color unless otherwise noted; the color will be determined by the SGNA marketing staff. When multiple colors are available, the sponsor will be notified and given the option to pay the additional cost.

Logo size will be based on the following criteria:

- ◆ The level of sponsorship (this will determine size of logo in relation to other logos on the general sponsorship banner); and
- ◆ Sponsored item (SGNA marketing team will determine the appropriate size for item).

USE OF SGNA LOGO

Use of the SGNA logo and SGNA Annual Course logo is restricted to the Society of Gastroenterology Nurses and Associates, Inc. The SGNA logo is the property of SGNA and unauthorized use is strictly prohibited. Sponsors may request permission from SGNA to use the Annual Course logo. SGNA reserves the right to refuse or revoke permission to use the logo if it deems the use is not in the Society's best interest and to review and approve any and all materials bearing the SGNA Annual Course logo.

SGNA ANNUAL COURSE EVENT CONFLICTS

Please note that SGNA offers Vendor Programs, which are educational time slots for vendor companies to purchase and use to either promote their products and/or offer an educational course. Vendors are able to offer social and educational events outside of the SGNA Annual Course when they take place off-site (not at the location of the SGNA Annual Course or social events). SGNA makes every effort to work with vendors to offer the most exposure during our Course; however, to offer a social and educational program during a time that conflicts with SGNA scheduled programming is direct competition with SGNA and will not be allowed.

THANK YOU 2011 SPONSORS

DIAMOND



PLATINUM



GOLD



SILVER



BRONZE

EndoChoice Inc.
Fujinon, Inc.
GI Supply
Given Imaging, Inc.

Lippincott, Williams & Wilkins - WKH
SMS Specialty Medical Systems
Stanley InnerSpace