



Society of Gastroenterology Nurses and Associates, Inc.

Opportunities in Partnership

2010 Sponsorship Program



Society of Gastroenterology Nurses and Associates, Inc.

SGNA Headquarters

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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 2009

Dear SGNA Corporate Partner,

As president of SGNA, I am honored to be part of a professional Society that sets its strategic initiatives on the needs of its membership, GI community, corporate partners and, most importantly, our patients. SGNA has a rich history of fostering excellence in the science and practice of gastroenterology and endoscopy nursing. This year's theme, *SGNA: Expanding Our Horizons*, asks us to stretch beyond our current boundaries and identify areas for further collaboration and growth. Our theme encourages us to identify lessons learned and address the future with our eyes wide open.

SGNA proudly serves as a recognized leader in the advancement of gastroenterology and endoscopy nursing. We are aware that the objectives and goals set by our Society are strengthened by a collaborative approach. As our corporate sponsors, SGNA realizes the key role that you play in our Society's success. You are helping us to pave the way as we build our future together.

Sponsorship to SGNA provides funds for the next generation of nurse investigators and educators. If you are currently a SGNA sponsor, we thank you for the significant contributions that you have made to our GI/endoscopy specialty and we look forward to future collaborative opportunities. If you are new to SGNA, we welcome and encourage your participation in our future by becoming a 2010 sponsor. We ask that you take advantage of one of the many sponsorship opportunities as outlined in the following brochure.

Being a SGNA sponsor identifies you as a valued partner in the future advancement of nurses and associates practicing the GI/ endoscopy nursing specialty. Please support our future growth and demonstrate your commitment to SGNA. 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 support!

A handwritten signature in black ink that reads "Theresa C. Vos".

Theresa Vos, MS BSN RN CGRN
2009-2010 President

A handwritten signature in black ink that reads "Mary Beth Hepp".

Mary Beth Hepp, MBA
Executive Director

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

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OVERVIEW OF SGNA SPONSORSHIP OPPORTUNITIES

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 **DECEMBER 15, 2009** FOR ANY RETURNING COMMITMENTS IN 2010, OR THE ITEM/EVENT WILL BE MADE AVAILABLE TO OTHER SPONSORS.

SPONSORSHIP DESCRIPTION	AMOUNT	SPONSORSHIP CATEGORY	PAGE
AWARDS BANQUET	\$70,000	ANNUAL COURSE SOCIAL EVENTS	16
2010 PRACTICE GUIDELINES AND POSITION STATEMENTS BOOKLET	\$50,000	PROFESSIONAL REFERENCE MATERIALS AND COURSES	6
GI PROCEDURE DVD LIBRARY	\$50,000	PROFESSIONAL REFERENCE MATERIALS AND COURSES	6
SGNA BASIC AND ADVANCED ASSOCIATES PROGRAMS	\$40,000	PROFESSIONAL REFERENCE MATERIALS AND COURSES	6
GI POCKET GUIDE, LEVEL TWO	\$35,000	PROFESSIONAL REFERENCE MATERIALS AND COURSES	6
CYBER CAFÉ	\$35,000	ANNUAL COURSE SPECIALTY ITEMS	17
WELCOME RECEPTION	\$30,000	ANNUAL COURSE SOCIAL EVENTS	16
WEB SITE	\$25,000/ YEAR \$2,500/ MONTH	MEMBER SERVICES	9
MEMBER SERVICES TOLL-FREE NUMBER	\$25,000/ YEAR \$2,500/ MONTH	MEMBER SERVICES	9
ANNUAL COURSE CD-ROM SYLLABUS AND FINAL PROGRAM	\$25,000	ANNUAL COURSE PUBLICATIONS	15
TOTE BAG	\$25,000	ANNUAL COURSE SPECIALTY ITEMS	17
TRAIN THE TRAINER: THE NURSE MANAGER'S GUIDE TO THE ENDOSCOPE REPROCESSING COMPETENCY	\$20,000	PROFESSIONAL REFERENCE MATERIALS AND COURSES	6
SGNA CERTIFICATION ONLINE PRACTICE EXAM	\$20,000	PROFESSIONAL REFERENCE MATERIALS AND COURSES	6
SGNA NEWS	\$20,000/ ISSUE	MEMBER SERVICES	9
KEYNOTE SPEAKER AND OPENING SESSION BEVERAGE BREAK	\$20,000	ANNUAL COURSE EDUCATION	13
BADGE HOLDERS/ NECKCORD WALLETS WITH LANYARDS	\$15,000	ANNUAL COURSE SPECIALTY ITEMS	17
SUNRISE SESSION BEVERAGE BREAKS WITH INSULATED MUG	\$15,000	ANNUAL COURSE SOCIAL EVENTS	16
SGNA E-SCOPE	\$12,500/ YEAR \$2,500/ ISSUE	MEMBER SERVICES	9
ANNUAL COURSE ONSITE POCKET GUIDE	\$12,500	ANNUAL COURSE PUBLICATIONS	15
SELF STUDY: SGNA POSITION STATEMENTS, STANDARDS AND GUIDELINES	\$12,500 EACH	PROFESSIONAL REFERENCE MATERIALS AND COURSES	7
LEARNING LINK	\$10,000 FOR 200 DISCS AND 500 CONTACT HOURS; \$7,500 FOR 100 DISCS AND 250 CONTACT HOURS	PROFESSIONAL REFERENCE MATERIALS AND COURSES	8
REGIONAL PRESIDENTS' LEADERSHIP TRAINING	\$10,000	LEADERSHIP TRAINING	11
CLOSING SESSION	\$10,000	ANNUAL COURSE EDUCATION	13
EXHIBIT HALL GUIDE	\$10,000	ANNUAL COURSE PUBLICATIONS	15

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

WRITING PORTFOLIO WITH PEN	\$10,000	ANNUAL COURSE SPECIALTY ITEMS	17
AFTERNOON REFRESHMENT BREAKS	\$10,000	ANNUAL COURSE SOCIAL EVENTS	16
WATER STATIONS WITH WATER BOTTLE	\$10,000	ANNUAL COURSE SOCIAL EVENTS	16
GENERAL SESSIONS	\$7,500/ EACH	ANNUAL COURSE EDUCATION	13
RESEARCH SCHOLARSHIPS	\$5,000	SCHOLARSHIPS AND AWARDS	10
GABRIELE SCHINDLER CLINICAL EXCELLENCE AWARD	\$5,000	SCHOLARSHIPS AND AWARDS	11
DISTINGUISHED SERVICE AWARD	\$5,000	SCHOLARSHIPS AND AWARDS	11
OUTSTANDING REGIONAL SOCIETY AWARD	\$5,000	SCHOLARSHIPS AND AWARDS	11
REGIONAL SOCIETY MEMBER OF THE YEAR AWARD	\$5,000	SCHOLARSHIPS AND AWARDS	11
POSTER CENTER AND AWARDS	\$5,000	ANNUAL COURSE EDUCATION	14
CONCURRENT SESSIONS	\$5,000/ EACH	ANNUAL COURSE EDUCATION	14
EDUCATIONAL TRACKS	PRICING DEPENDENT ON TRACK SELECTED	ANNUAL COURSE EDUCATION	14
HOUSE OF DELEGATES LUNCH	\$5,000	ANNUAL COURSE SOCIAL EVENTS	16
OPTIONAL SESSION BEVERAGE BREAKS	\$4,000/ EACH	ANNUAL COURSE SOCIAL EVENTS	16
RN GENERAL EDUCATION SCHOLARSHIPS	\$3,000	SCHOLARSHIPS AND AWARDS	10
RN ADVANCING EDUCATION SCHOLARSHIPS	\$3,000	SCHOLARSHIPS AND AWARDS	10
NEW MEMBER PACKET	\$2,500	MEMBER SERVICES	9
OPTIONAL SESSIONS	\$2,500/ EACH	ANNUAL COURSE EDUCATION	14
ANNUAL COURSE SCHOLARSHIPS	\$1,500	SCHOLARSHIPS AND AWARDS	10
NOVICE RN/LPN/ASSOCIATE SCHOLARSHIPS	\$1,500	SCHOLARSHIPS AND AWARDS	10
HOUSE OF DELEGATES BEVERAGE BREAK	\$1,500	ANNUAL COURSE SOCIAL EVENTS	16
ASSOCIATES PROGRAM SCHOLARSHIPS	\$1,000	SCHOLARSHIPS AND AWARDS	10
SPEAKERS FUND/SPEAKER READY ROOM	\$1,000 MINIMUM	ANNUAL COURSE EDUCATION	14

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

PROFESSIONAL REFERENCE MATERIALS AND COURSES

◆ 2010 PRACTICE GUIDELINES AND POSITION STATEMENTS BOOKLET **\$50,000**

This annual publication is a compilation of all current SGNA Practice Standards, Guidelines and Position Statements. Every SGNA member receives a copy of this booklet upon membership renewal, and it serves as an important reference document for all GI/endoscopy nursing professionals. The booklet is also available for purchase by non-SGNA members.

◆ GI PROCEDURE DVD LIBRARY **\$50,000**

The GI Procedure DVD Library is one of SGNA's newest training vehicles for advanced GI/endoscopy procedures. Using video technology, the DVD Library provides the next best thing to hands-on training. 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 set includes:

- Endoscopic Variceal Ligation (EVL/Banding)
- Endoscope 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 contact hour opportunities.

◆ SGNA BASIC AND ADVANCED ASSOCIATES PROGRAMS **\$40,000**

These online programs for GI/endoscopy associates and technicians have been a huge success! The Basic Program, which consists of 8 online modules, provides the associate/technician or any new member of the team with a basic understanding of the workings in the GI/endoscopy unit. The Advanced Program consists of 3 online modules and was designed to further knowledge in the GI/endoscopy field. The program challenges critical thinking skills by applying the learned concepts to case studies for each module. Upon successful completion of either program, participants receive their GTS (GI Technical Specialist) or their AGTS (Advanced GI Technical Specialist) certificate along with a lapel pin.

◆ GI POCKET GUIDE, LEVEL TWO **\$35,000**

The *GI Pocket Guide* is an easily accessible manual carried for quick reference to gastroenterology nursing information. As a follow-up to the hugely successful Level One book, Level Two focuses on staff needs with six months to one year of experience in the GI area and will include more advanced information on upper and lower GI procedures, biliary procedures, pharmacology, endoscope charts, safety and terminology.

◆ TRAIN THE TRAINER: THE NURSE MANAGER'S GUIDE TO THE ENDOSCOPE REPROCESSING COMPETENCY **\$20,000**

Train the Trainer 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.

◆ SGNA CERTIFICATION ONLINE PRACTICE EXAM **\$20,000**

The Certification Online Practice Exam offers a final step in preparation for the ABCGN Certification Exam. The practice exam consists of retired test questions in a timed format, which provides a comprehensive sample environment to test-takers. At the conclusion of the practice exam, incorrect answers plus references are shared with the individual to provide additional review.

◆ **SELF STUDY: SGNA POSITION STATEMENTS/STANDARDS AND GUIDELINES** **\$12,500 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. Beginning this year, 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

- Reuse of Single-Use Critical Medical Devices
- Manipulation of Endoscopes During Endoscopic Procedures

Infection Control

- Statement on Reprocessing of Water Bottles Used During Endoscopy
- Statement on Reprocessing of Endoscopic Accessories and Valves

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 Unlicensed 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

- 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

◆ **LEARNING LINK**

\$10,000 FOR 200 DISCS AND 500 CONTACT HOURS

\$7,500 FOR 100 DISCS AND 250 CONTACT HOURS

SGNA's Learning Link includes sessions from the Annual Course, developed for year-round group or individual learning opportunities. Learning Link fulfills demands for more continuing education opportunities through the dissemination of information via individual study and/or group-led sessions. Each Learning Link session includes audio and visual presentation materials, a facilitator guide for leading group discussions, an individual study guide, review questions and a downloadable evaluation form that individuals send to SGNA to receive their contact hour. SGNA will train up to six individuals per company to serve as instructors for each Learning Link sponsored. Visit www.sgna.org/learninglink to view a demo of the material.

Learning Link session topics include:

Capsule Endoscopy

- A Look Inside Capsule Endoscopy

ERCP

- ERCP: As Seen Through x-ray Imaging – A Review of Biliary and Pancreatic Disease

GI Diseases

- Irritable Bowl Syndrome (IBS) – A Review and What's New
- Steatosis, Hepatitis C and Liver Cancer
- Diverticulosis and You
- Eosinophilic Esophagitis
- Is it Crohns; Is it Ulcerative Colitis; or Is it Just IBD?
- Celiac Disease Beyond Bowels, Blood and Bones

GI/Endoscopy Procedures

- The Role of the GI Nurse and Associate in Small Bowel Enteroscopy
- To Stent or Not to Stent: Benign Esophageal Strictures
- Robotic Surgical Intervention for the Patient Undergoing GI Surgery
- Current Status and Advances in Intestinal Transplantation
- PEG Tubes: Insertion, Purpose and Care
- When a Simple Cholecystectomy Isn't So Simple

GI/Endoscopy Unit Management

- Making a Difference with the Difficult Patient
- The Odd Couple: A Story of Teamwork
- Transition from Hospital GI Nurse to AEC GI Nurse: The Gateway to a New Opportunity

Imaging/Radiology

- The Role of EUS in Lung Cancer
- Gastrointestinal Interventional Radiology: Understanding Where Your Patient is Going and What He's Doing
- Making the Difference with High-resolution Esophageal Imaging

Infection Control

- What Can You Do to Stop Cross Contamination
- Disinfecting *Clostridium Difficile*
- Infection Control in Endoscopy: Let's Tell the Story
- An Infection Control Update:

Manometry

- Troubleshooting Esophageal Manometry Studies

Sedation

- The Challenges of Moderate Sedation

Therapeutic Interventions

- The Role of Endoscopy in Fiducial Placement for Cyber Knife Treatment of Biliary and Lung Cancer
- GI Bleeds: From Capsule to Double Balloon Enteroscopy
- Emergencies in the GI Lab: Your Gateway to Confidence
- A New Recipe for Barrett's: Nursing Considerations for Multiple Treatment Modalities
- Fecal Bacteriotherapy or Stool Transplant

Other

- Connecting Genomics, Clinical Practice and the 4 P's
- Basic Pharmacology

MEMBER SERVICES

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

One of the premier Web sites in the industry, www.sgna.org is the day-to-day touch point for all SGNA activities. The Web site is constantly updated with the latest SGNA news, member updates and educational offerings. It has become the first stop for attendees of the Annual Course, as online registration, venue information and supporting materials are highlighted on the site.

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

Imagine approximately 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. Support the cost of maintaining this toll-free number while gaining exposure with each of these interested callers.

◆ **SGNA NEWS** **\$20,000/ ISSUE**

The *SGNA News* newsletter is the primary vehicle for disseminating Society information to the membership. Four issues of *SGNA News* will be mailed to all SGNA members in 2010. Each issue includes articles from SGNA leadership, as well as timely reports on Course information, meeting dates and updates from the Board of Directors. The *ABCGN Newsletter* will also be combined in two issues of the *SGNA News*, offering even greater exposure.

◆ **SGNA E-SCOPE** **\$12,500/ YEAR or \$2,500/ ISSUE**

The *SGNA e-Scope* is an electronic newsletter sent to SGNA members with active e-mail addresses on file. SGNA currently sends the newsletter to 6,500 members with the number growing every month. The newsletter includes articles featuring highlights of upcoming events and links to the SGNA Web site.

◆ **NEW MEMBER PACKET** **\$2,500**

Be a sponsor of the welcome packet for **new** SGNA members! Loaded with important information, the SGNA member benefits package has a long shelf life with GI nurses and associates. Reach approximately 1,200 nurses and associates annually with your presence in these kits.

SCHOLARSHIPS AND AWARDS

IN 2009, SGNA AWARDED MORE THAN 30 SCHOLARSHIPS AND AWARDS. THE SOCIETY IS DEDICATED TO THE PROFESSIONAL DEVELOPMENT OF GASTROENTEROLOGY AND ENDOSCOPY NURSES AROUND THE WORLD. 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.

◆ **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.

◆ **RN SGNA 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.

◆ **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**

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. Eligible applicants must have been a voting licensed nurse or associate of SGNA for two years or more, must demonstrate support of SGNA's goals and objectives and must demonstrate financial need. Members of the Board of Directors and those who have previously received an SGNA educational course grant are not eligible.

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

The SGNA Novice RN/LPN/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.

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

The SGNA Associates Program Scholarship has been established to help associate and technician members complete their GTS (GI Technical Specialist) training through SGNA's online training program. Your sponsorship will fund 12 grants of \$80 per person for 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, registration, airfare and three-day hotel stay at the Annual Course at which the presentation is made and a feature article about the recipient 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, registration, airfare and three-day hotel stay at the Annual Course at which the presentation is made and a feature article about the recipient 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 geographic 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 tuition, airfare, a three-night hotel registration at the Annual Course and an award presented during the SGNA Awards Ceremony.

LEADERSHIP TRAINING

◆ **REGIONAL PRESIDENTS' LEADERSHIP TRAINING** **\$10,000**

Show your support of SGNA leaders and gain visibility by sponsoring the 2010 Regional Presidents' Leadership Training sessions. These sessions provide members in regional leadership positions the opportunity to develop leadership skills and be mentored by the national leaders of the Society. Your support of these events will bring valuable training to future leaders of the Society. The first event held in the fall is the SGNA Leadership Conference and is the *only* meeting outside of the Annual Course that brings the SGNA leadership together. The second event is a shortened version of the Regional Presidents' Leadership Conference and will be presented at the Annual Course. This session will cover the highlights for those regional leaders unable to attend the fall Leadership Conference.

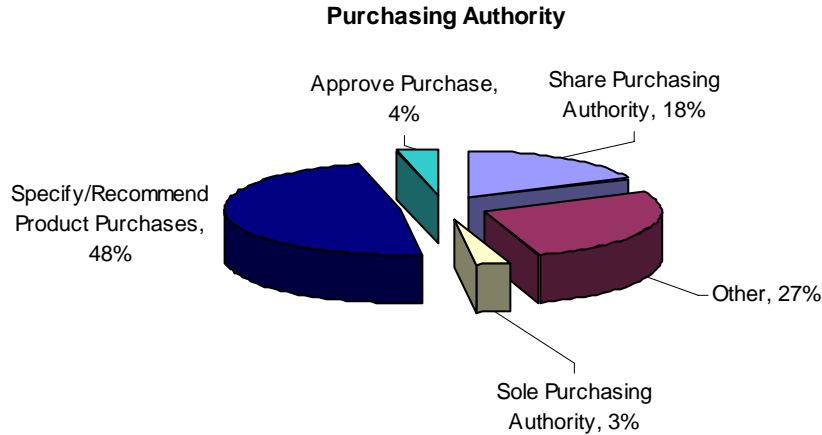
SGNA 37TH ANNUAL COURSE — APRIL 30–MAY 5, 2010

SGNA MEMBERS ARE LOOKING FORWARD TO THE OPPORTUNITIES PROVIDED TO THEM AT THE SGNA 37TH ANNUAL COURSE IN ORLANDO, FLORIDA. THE ANNUAL COURSE IS THE ONLY EVENT DEDICATED TO THIS SPECIALIZED AUDIENCE.

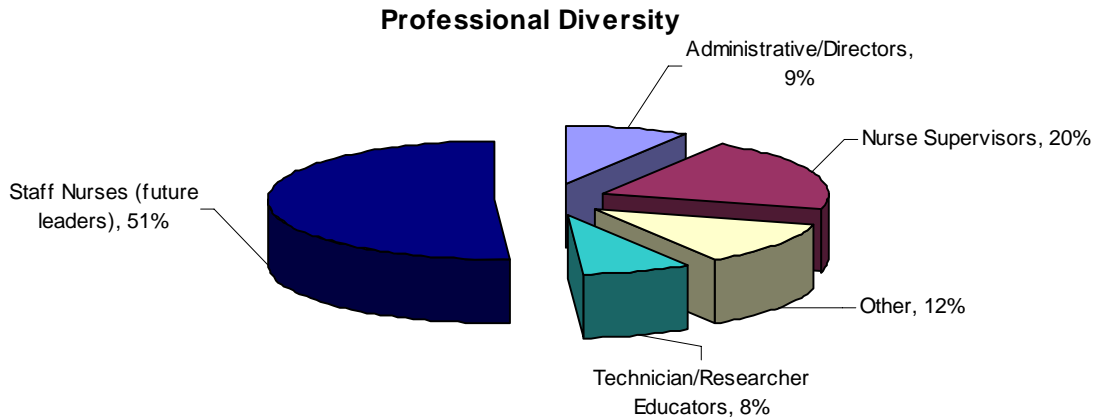
SNAPSHOT OF ANNUAL COURSE ATTENDEES:

- ◆ **73%** of respondents report they make or influence purchasing decisions.
- ◆ **69%+** of respondents traveled more than 500 miles to participate.
- ◆ **89%** of respondents found the exhibits valuable in making purchasing decisions for their practice setting.

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

◆ KEYNOTE SPEAKER AND OPENING SESSION BEVERAGE BREAK, SUNDAY, MAY 2, 1:00 PM – 2:30 PM

\$20,000 | DEADLINE: MARCH 1, 2010

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.

WHAT IF AND WHY NOT?

Mike Rayburn, CSP

A motivational keynote presentation will teach three simple, powerful tools you can use immediately and forever to access the goldmine of unrealized potential inside you. Mike Rayburn, an award winning speaker and entertainer, will explain how trying to manage is dangerous and that the only way to manage change is to *create* change... to define the curve rather than follow it. The session includes a simple, powerful 10-minute exercise which will demonstrate how to become a virtuoso, a master of the things that truly matter.

◆ CLOSING SESSION **\$10,000 | DEADLINE: MARCH 1, 2010**

WEDNESDAY, MAY 5, 11:00 AM – 12:30 PM

FULL SPEED AHEAD

Vince Poscente, CSP CPAE

Renowned business strategist on accelerating business through speed and change and *New York Times* bestselling author, Vince Poscente is a master communicator. He will share practical information made sustainable with his unforgettable story. Give your audience an invigorating perspective that reveals leadership strategies for aligning employees with a common mission.

◆ GENERAL SESSIONS **\$7,500 EACH | DEADLINE: MARCH 1, 2010**

Four general sessions will be offered during the 2010 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 2, 1:00 PM – 2:30 PM

- **Topic and Speaker TBD**

○ MONDAY, MAY 3, 8:00 AM – 9:30 AM

- **Advances in Diagnosis & Endoscopic Therapy of Pancreatitis**

Joseph E. Geenen, MD

This presentation will include advances in treatment of acute pancreatitis, idiopathic acute recurrent pancreatitis, chronic pancreatitis, sphincter of oddi dysfunction, pancreas divisum and the value of pancreatic stents in pancreatic diseases.

○ TUESDAY, MAY 4, 8:00 AM – 9:30 AM

- **What Happened to Charlotte? Patient Errors and How They Happen**

Barbara Levin, BSN RN ONC LNCC; Mary Ann Shea, JD BS RN

One woman's untoward outcome has resulted in profound changes within a hospital system. Her complications have affected patients throughout the country and influenced the development of the Joint Commission's National Patient Safety Goals. This case study will describe how a series of errors culminated in a cardiac arrest. This program will use slides, video clips and photos to tell the story of how nursing, laboratory and physicians contributed to her arrest. The session will have an impact on those regarding the aftermath of errors.

○ WEDNESDAY, MAY 5, 9:45 AM – 11:00 AM

- **SGNA 2010-2011 Theme**

Peggy Gauthier, MS BSN RN CGRN

The newly inducted SGNA President will present the 2010-2011 SGNA theme to members. The focus of this presentation will be to define the strategic direction of SGNA. Attendees will gain insight not only into the "heart" of SGNA as an organization but into their own professional journey in gastroenterology. Membership, as well as active participation in SGNA will be encouraged.

◆ **POSTER CENTER AND AWARDS** **\$5,000**

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 Poster Awards.

◆ **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. Almost all presentations are selected from abstracts submitted to SGNA and cover a variety of clinical and managerial issues.

● **EDUCATIONAL TRACKS**

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

- ◆ Ambulatory/Office
- ◆ Associate/technician
- ◆ Disease
- ◆ Management
- ◆ Pediatric
- ◆ Procedure Skills
- ◆ Pulmonary
- ◆ Research Study
- ◆ Emerging technology

Please visit www.sgna.org once the Advance Program becomes available in November 2009 for a complete list of sessions.

ANNUAL COURSE PUBLICATIONS

- ◆ **ANNUAL COURSE CD-ROM SYLLABUS AND FINAL PROGRAM** **\$25,000 | DEADLINE: FEBRUARY 25, 2010**
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 spiral-bound program will include the Annual Course schedule, exhibitor descriptions, floor maps and a convenient travel expenses envelope. The CD-ROM Syllabus will contain all speaker/session presentations for reference after the Annual Course.

- ◆ **ANNUAL COURSE ONSITE POCKET GUIDE** **\$12,500 | DEADLINE: MARCH 1, 2010**
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.

- ◆ **EXHIBIT HALL GUIDE** **\$10,000 | DEADLINE: MARCH 1, 2010**
The Exhibit Hall is an important aspect of the SGNA Annual Course. Attendees value this convenient guide that details the exhibit floor and lists which companies are participating and what products are being displayed.

ANNUAL COURSE SOCIAL EVENTS

◆ **AWARDS BANQUET** **\$70,000**

All attendees are invited to attend the prestigious celebration on Tuesday evening in honor of the 2010 SGNA award winners. A sit-down banquet, live entertainment and a cash bar make this a truly memorable evening.

◆ **WELCOME RECEPTION** **\$30,000**

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

◆ **SUNRISE SESSION BEVERAGE BREAKS WITH INSULATED MUG** **\$15,000**

Early morning sunrise sessions, held Monday, Tuesday and Wednesday, will provide attendees with additional hours of education. Help attendees start their day right by providing coffee, juice or tea in an insulated mug featuring your company's logo. Attendees will refill each morning and carry your name around the Course all week. Inquire about available additional menu add-ons.

◆ **AFTERNOON REFRESHMENT BREAKS** **\$10,000 EACH**

Attendees really appreciate these refreshment breaks as a chance to renew their energy and network with colleagues. Make sure *your* company is the one they remember when they take a break to recharge!

◆ **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 LUNCH** **\$5,000**

The House of Delegates lunch is a highly attended event in which regional presidents, presidents-elect as well as national board and committee members come together to discuss the "hot topics" of the Society. The lunch allows attendees to network and socialize between the Workshop and House of Delegate meetings. Don't miss this opportunity to maximize your company's visibility with SGNA leaders from around the country.

◆ **OPTIONAL SESSION BEVERAGE BREAKS** **\$4,000 EACH**

Be the first to welcome attendees to a week of education and networking by helping them revive and refresh during the pre-Course offerings held on Friday, April 30 and Saturday, May 1. These well-attended sessions offer in-depth examination of specific clinical topics and procedures.

◆ **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.*)

ANNUAL COURSE SPECIALTY ITEMS

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

◆ **CYBER CAFÉ** **\$35,000 | DEADLINE: MARCH 1, 2010**

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

◆ **TOTE BAG** **\$25,000 | DEADLINE: DECEMBER 15, 2009**

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

◆ **BADGE HOLDERS/NECKCORD WALLETS WITH LANYARDS** **\$15,000 | DEADLINE: DECEMBER 15, 2009**

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.

◆ **WRITING PORTFOLIO WITH PEN** **\$10,000 | DEADLINE: DECEMBER 15, 2009**

Provide each attendee with an attractive and useful junior portfolio writing pad, pen included. The portfolio measures 6” x 8 ½” and opens to a 5” x 8” pad of lined paper. Attendees can take notes during educational sessions and later at work meetings. Writing pads are an excellent way to promote your company as attendees use them before and after the Annual Course.

BENEFITS OF SPONSORSHIP

In appreciation of your company's **cumulative** 2010 national sponsorship support, SGNA will be pleased to recognize you in the following ways:

DIAMOND SPONSORSHIP – \$100,000+

THROUGHOUT THE YEAR:

- ◆ Largest logo recognition in one issue of *SGNA News*
- ◆ Largest logo recognition in one issue of SGNA's *Gastroenterology Nursing* journal
- ◆ Corporate membership for up to five members
- ◆ Largest color logo recognition and link to individual company page on SGNA Web site. Company page includes 350-word description, opportunity for "new" or "hot" product description and link to company Web site
- ◆ Quarterly Executive Briefings
- ◆ Invitation to serve on Corporate Executive Group

AT THE ANNUAL COURSE:

- ◆ Largest color logo recognition on banner at entrance to the Exhibit Hall, in General Sessions and at sponsored event(s)
- ◆ Largest recognition on printed materials
- ◆ "Proud Diamond Sponsor" symbols for exhibit booth, lapel pins and name badge ribbons
- ◆ Largest color logo recognition on slide thanking sponsors
- ◆ Verbal acknowledgment by SGNA President
- ◆ Two complimentary registrations to all educational sessions (excludes Vendor Programs)
- ◆ Meeting with SGNA Leadership
- ◆ Invitation to President's Reception
- ◆ Use of SGNA Annual Course Logo (subject to SGNA approval)

PLATINUM SPONSORSHIP – \$50,000-\$99,999

THROUGHOUT THE YEAR:

- ◆ Large logo recognition in one issue of *SGNA News*
- ◆ Large logo recognition in one issue of SGNA's *Gastroenterology Nursing* journal
- ◆ Large color logo recognition and link to individual company page on SGNA Web site. Company page includes 250-word description, opportunity for "new" or "hot" product description and link to company Web site
- ◆ Quarterly Executive Briefings
- ◆ Invitation to serve on Corporate Executive Group

AT THE ANNUAL COURSE:

- ◆ Large color logo recognition on banner at entrance to the Exhibit Hall, in General Sessions and at sponsored event(s)
- ◆ Large logo recognition on printed materials
- ◆ "Proud Platinum Sponsor" symbols for display in exhibit booth, lapel pins and name badge ribbons
- ◆ Large color logo recognition on slide thanking sponsors
- ◆ Verbal acknowledgment by SGNA President
- ◆ One complimentary registration to all educational sessions (excludes Vendor Programs)
- ◆ Meeting with SGNA Leadership
- ◆ Invitation to President's Reception
- ◆ Use of SGNA Annual Course logo (subject to SGNA approval)

GOLD SPONSORSHIP – \$20,000-\$49,999

THROUGHOUT THE YEAR:

- ◆ Large logo recognition in one issue of *SGNA News*
- ◆ Large logo recognition in one issue of SGNA's *Gastroenterology Nursing* journal
- ◆ Large logo recognition and link to individual company page on SGNA Web site. Company page includes 150-word description and link to company Web site
- ◆ Quarterly Executive Briefings

AT THE ANNUAL COURSE:

- ◆ Large logo recognition on banner at entrance to the Exhibit Hall, in General Sessions and sponsored event(s)
- ◆ Large logo recognition on printed materials
- ◆ Verbal acknowledgment by SGNA President
- ◆ "Proud Gold Sponsor" symbols for exhibit booth, lapel pins and name badge ribbons
- ◆ Large color logo recognition on slide thanking sponsors
- ◆ Meeting with SGNA Leadership
- ◆ Invitation to President's Reception
- ◆ Use of SGNA Annual Course logo (subject to SGNA approval)

SILVER SPONSORSHIP – \$5,000-\$19,999

THROUGHOUT THE YEAR:

- ◆ Logo recognition in one issue of *SGNA News*
- ◆ Logo recognition in one issue of SGNA's *Gastroenterology Nursing* journal
- ◆ Logo recognition on the SGNA Web site
- ◆ Quarterly Executive Briefings

AT THE ANNUAL COURSE:

- ◆ Logo recognition on banner at entrance to the Exhibit Hall, in General Sessions and at sponsored event(s)
- ◆ Logo recognition on printed materials
- ◆ "Proud Silver Sponsor" sign for display in exhibit booth and name badge ribbons
- ◆ Logo recognition on slide thanking sponsors
- ◆ Verbal acknowledgment by SGNA President
- ◆ Meeting with SGNA Leadership
- ◆ Invitation to President's Reception
- ◆ Use of SGNA Annual Course logo (subject to SGNA approval)

BRONZE SPONSORSHIP – \$1,000-\$4,999

THROUGHOUT THE YEAR:

- ◆ Name recognition in one issue of *SGNA News*
- ◆ Name recognition in one issue of SGNA's *Gastroenterology Nursing* journal
- ◆ Name recognition on the SGNA Web site
- ◆ Quarterly Executive Briefings

AT THE ANNUAL COURSE:

- ◆ Name recognition on banner at entrance to the Exhibit Hall, in General Sessions and at sponsored event(s)
- ◆ Name recognition on printed materials
- ◆ Verbal acknowledgment by SGNA President
- ◆ "Proud Bronze Sponsor" symbols for exhibit booth and name badge ribbons
- ◆ Name recognition on slide thanking sponsors
- ◆ Meeting with SGNA Leadership
- ◆ Invitation to President's Reception
- ◆ Use of SGNA Annual Course logo (subject to SGNA approval)

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 format. This 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 TO OUR 2009 SPONSORS!

DIAMOND



PLATINUM



GOLD



SILVER



BRONZE

Alpine BioMed
Bracco Diagnostics Inc.
EndoChoice
GI Supply
InnerSpace Corporation
Sanofi-aventis
Wolters Kluwer Health – LWW