

GO | GI OUTLOOK 2017

Promotional Opportunities

GI Outlook 2017 (GO 2017): The Practice Management Conference will be held on August 11-13, 2017 at the Loews Hotel in Hollywood, CA. Through real-life case studies, **GO 2017** participants will learn effective strategies for successfully managing changes affecting their practices. The conference will provide the tools needed to enhance practice efficiency, performance, competitiveness and quality of care.

ASGE will provide this comprehensive practice management conference for individuals involved with managing GI practices and endoscopy centers, including gastroenterologists, nurse managers and practice administrators.

The promotional opportunities for GO 2017 have been carefully designed to enhance your company's presence not only during the show, but before and afterward as well.

To discuss the best marketing plan for your group, please contact:

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Advertise in GI Outlook Program Book

The GI Outlook program book includes the final agenda, floor plan and general information about the conference. Attendees keep this resource on hand throughout the show and refer to it often.

Full Page	½ Page	¼ Page	Inside Back Cover	Outside Back Cover
\$1000	\$750	\$500	\$1,250	\$1,750

Audience Reach: Distributed to all attendees

Badge Lanyard – \$5,500

Badges must be worn at all times throughout the conference. Feature your logo or company name on each lanyard. Imagine every attendee promoting your organization by wearing your company logo. Exhibiting companies are prohibited from distributing lanyards, making this a unique and sought-after item.

Audience Reach: All attendees

Attribution: Sponsor attribution*, plus your company or product name and/or logo on lanyard.

Exclusive: Yes

Conference Bags – \$5,500

All attendees receive a conference bag stuffed with everything they need for the meeting. If this item is sold, exhibitors will not be permitted to distribute bags in the exhibit hall, making your company’s bags the only ones available at the meeting. One sponsor produced literature insert sample may be included in the bag. Insert must be submitted to ASGE and AGA for approval prior to production. Receives supporter attribution*.

Audience Reach: All attendees

Attribution: Supporter attribution*, plus company logo on one side of the bag.

Exclusive: Yes

Hotel Key Cards – \$5,500

Place your company logo and message on hotel room keys provided to attendees and you’ll enjoy frequency and recurring exposure throughout the three day conference. Receives supporter attribution*.

Audience Reach: All attendees

Attribution: Supporter attribution*, plus your company or product logo on the front of the key card.

Exclusive: Yes

Satellite Symposia – \$10,000

Expand your reach at GI Outlook by hosting a Satellite Symposium. Available on a first-come, first-served basis, these are educational programs held before or after GI Outlook scientific sessions and hosted by exhibiting and non-exhibiting companies. Some offer CME credit to participants. Companies will be responsible for food and beverage.

Audience Reach: All attendees

Exclusive: No. Only **two** slots available.

Wireless Internet (WIFI)

Staying connected is vital in today’s digital world. Located inside the exhibit hall, attendees use their laptop computers to access the internet remotely to check email and connect with colleagues and friends.

3-day Sponsorship	1-day Sponsorship
\$18,000	\$7000

Audience Reach: All attendees

Attribution: Supporter attribution*. Recognition in the syllabus and on signage throughout the venue.

Exclusive: Yes

***Supporter Attribution**

Some promotional opportunities will be officially acknowledged in GI Outlook publications and on-site. These acknowledgements include:

- Your company logo on the GI Outlook website.
- Your company logo in the GI Outlook Syllabus.
- Your company logo on the sponsorship acknowledgement signage on site at GI Outlook.