EXCLUSIVE OPPORTUNITIES for ACG 2016 EXHIBITORS

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BUILD AWARENESS of your company. MAKE AN IMPACT before, during and after the meeting when you SPONSOR OR PROMOTE your products and services AT ACG 2016.

Extend your marketing reach at ACG 2016 by sponsoring and promoting with the American College of Gastroenterology. Sponsorship and promotion are great ways to increase awareness of your company and provide support for vital components of the meeting. Key opportunities available at ACG 2016 are listed in this brochure, together with projected costs.

Choose from OVER 30 SPONSORSHIP OPPORTUNITIES to INCREASE your VISIBILITY AT ACG 2016!

Virtual Registration Bag
ACG 2016 Meeting app
Registration Bag inserts
Numerous banners and column wraps
And more
ACG SPONSORSHIP
Attention: Martie Spath
6400 Goldsboro Road, Suite 200 • Bethesda, MD 20817
Fax: 301-263-9025 or email: mspath@gi.org

Have an idea about sponsorship but don’t see it on the list? ACG welcomes the opportunity to discuss additional sponsorship opportunities. Give us a call.

YOUR ACG CONTACTS ARE:

Martie Spath
Vice President, Marketing
301-263-9000 • mspath@gi.org

Elaine McCubbin
Vice President, Meetings & Exhibitions
301-263-9000 • emccubbin@gi.org

Mark Mrvica
M.J. Mrvica Associates, Inc.
2 W. Taunton Avenue, Berlin, NJ 08009
856-768-9360 • Fax: 856-753-0064
markmrvica@mrvica.com

SPONSOR RECOGNITION
All sponsors of ACG 2016 receive the following standard recognition*:

- Recognition in ACG Meeting News as a sponsor
- Recognition on the ACG 2016 meeting website, acgmeetings.gi.org.
- Recognition in the Final Program book**
- Additional recognition for sponsorship is described within each sponsorship opportunity.

**Sponsorship must be secured by August 1, 2016.

*Applications for renewals must have been received by January 30, 2016

NEW IN 2016
Take advantage of one of these new opportunities in 2016

- Virtual Registration Bag—limited to 10 Exhibitors
- Registration Bag Inserts—limited to 10 Exhibitors
- ACG 2016 Meeting App

Visit acgmeetings.gi.org for updates.
EDUCATIONAL OPPORTUNITIES

ACG Hands-on Workshop Center

Funding and donation of equipment needed

Be part of the excitement! Participate in the ACG Hands-on Workshop Center. Each year, on average, more than 400 attendees participate in at least one session offered in the Hands-on Workshop Center.

ACG is again seeking company participation through funding and donation of equipment and models. Sessions from ACG 2015 were:

- Stenting
- Hemostasis Techniques
- Foreign Body Removal
- ERCP Techniques and Cholangioscopy
- Mucosal Ablation
- Motility Disorders—Esophageal and Anorectal
- Capsule Endoscopy
- EMR
- Polypectomy
- EMR and ESD with the Asian Experts
- Hemorrhoid Therapy
- Deep Enteroscopy

Want to participate in ACG 2016? Contact Martie Spath at mspath@gi.org for details on how to get involved and information on funding opportunities.

ACG Physician Education DVDs

$32,500 per DVD topic

Looking for ways to reach physicians in the office and meet the self-regulation guidelines? ACG offers topic-related DVDs that include presentations from ACG’s 2015 Annual Scientific Meeting and Postgraduate Course, as well as ACG’s regional courses. The DVDs comply with the self-regulation guidelines by offering valuable physician education information. No CME credit is provided. Use it as an important educational tool for physicians and mid-level providers in gastroenterology and hepatology.

DVDs may be distributed by your sales team throughout 2016 or as part of an ACG 2016 sponsored item distributed at the Annual Meeting. If distributing at ACG 2016, ACG will support your marketing efforts with a half-page ad in the ACG Meeting News, a flyer insert in either the registration bags or door drop bags, plus posters displayed throughout the registration area and at your booth, and a printed ticket, included with attendee badge materials, directing attendees how to pick up their DVD. Minimum purchase of 1,000 DVDs. There is no CME provided with the DVDs.

The following DVD topics are available (approximately 75–90 minutes of programming unless noted otherwise)

- Starting at the Top: Esophagus
- Luminal GI Disease
- Liver Disease
- The David Sun Lecture: Food—The Main Course to Disease and Wellness (30 min)
- Pancreatobiliary Disease
- Gastrointestinal Infections
- Genetic Disorders
- Personalized Management of GI Disease (IBD, Colon Polyps and Colon Cancer, Pancreatic Diseases)
- Colon
- Plus more!

Customized DVDs are also available, utilizing the more than 200 video presentations in ACG’s video library. Contact ACG for information.
ACG Annual Meeting Abstracts on CD-ROM and Web Access

SOLD

The Abstracts on CD-Rom captures all the Annual Meeting abstracts presented in the plenary and poster sessions in a full-text, searchable format. A simple search process locates and reviews abstracts by topic or author. This is a resource that attendees go back to time and time again long after the meeting. As the sponsor of this educational CD-ROM, your company logo will appear on the front and back covers and on the CD-ROM itself. The CD-ROM may be distributed from your booth or included in the meeting registration bags. ACG will include an ad in the ACG Meeting News, an insert in one of the room drops, and signage in the general registration lobby and at your booth. If the CD-ROM is to be distributed at your booth, the College will also create a ticket for attendees to redeem for a copy of the CD-ROM and will include a flyer directing attendees to your booth as well.

Advance Registration Program

$25,000—Up to four ad pages (Covers 3 and 4 and ROB)

The Advance Registration Program is the first major direct mail marketing piece for the Annual Scientific Meeting and Postgraduate Course that is distributed to ACG members and nonmembers. It includes all the pertinent information on registration and housing, and provides an overview of the educational programming for the meeting. Two mailings will be sent to members: one will be mailed directly and the other will be inserted in an issue of ACG Update. Two mailings will be distributed to a list of nonmembers: total distribution is expected to be more than 30,000. The sponsor of the Advance Registration Program will receive a full-page ad on the back cover (covers 3 and 4) of the Advance Registration Program.

Preliminary Program

$30,000

The Preliminary Program, more than 100 pages in length, provides a comprehensive listing of the educational programming along with events and a listing of the posters to be presented. It also includes the necessary forms to register for the meeting and reserve a hotel room. Distributed to all ACG members, it's a great way to promote your organization well in advance of the meeting. Total distribution is expected to be approximately 30,000 copies (two mailings). Many attendees keep this program book as a reference for planning their schedule at the meeting. The sponsor of the Preliminary Program will receive a full-page ad on the back cover (covers 3 and 4). Additionally, the page facing cover 3 is available upon request. Artwork for the Preliminary Program is due June 17, 2016.
EVENT SPONSORSHIP OPPORTUNITIES

Exhibitor Theater
$17,000* per session

Have a new product or service you would like to showcase on the Exhibit Hall floor but don’t have the booth space to accommodate a large crowd? Want to showcase the latest clinical research? Participate in the Exhibitor Theater. Held Monday and Tuesday in the Exhibit Hall, The theater seats 100 and basic A/V (monitor, screen, microphone, laptop, and a technician available for the ½ hour) will be provided.

Most time slots have been renewed. Contact Martie Spath for more information.

These are exclusive time slots. Only one Exhibitor Theater presentation may take place at any time. Exhibitor Theater presentations may not offer CME. Additional A/V requirements beyond what is included in the sponsorship will be charged to the sponsor. Exhibitor Theater sponsors may display a poster in front of the Theater as well as in a designated area in the general registration area at the beginning of the meeting. All signage must be removed following the event. Information may also be listed on acgmeetings.gi.org under Company Sponsored Symposia/Events. The College will also list the event in the Final Program with other company-sponsored symposia events, as well as in the ACG Meeting News. The deadline to be listed in the Final Program is Monday, August 17, 2016.

Companies offering an Exhibitor Theater may receive, for one time use, a mailing list of pre-registrants for the meeting to promote their event. Companies wishing to offer an Exhibitor Theater must be a current exhibitor for ACG 2016.

GI Jeopardy
$100,000—Can be shared with up to two additional sponsors

GI Jeopardy is a lively, energetic session that is open to all meeting attendees. Prior to the Annual Meeting, training programs from across the U.S. compete online and the top five programs from the online competition attend the Annual Meeting to compete live. This program continues to grow in popularity and is a must see event for all meeting attendees. As the sponsor, you’ll receive recognition during the online competition, an article in the ACG Meeting News highlighting GI Jeopardy will recognize your support of the event, a flyer will be inserted into all attendee registration bags distributed through Saturday, and recognition will be provided on signage at the course and at the start of the program.

Trainees’ Forum
$12,500

The Trainees’ Forum is an annual event that offers presentations from seasoned professionals, recruiters, and recent graduates offering career advice for finding the right job and practice environment. Sponsorship would include the standard sponsor recognition, signage at the session, and an opportunity to supply beverage napkins with your company logo.
Exhibit Hall Opening Reception
$65,000—Can be co-sponsored by up to 6 companies

The Exhibit Hall Opening Reception is the largest social event offered during the Annual Meeting. It’s a not-to-miss event that provides a great networking opportunity for attendees. The Reception will be held on Sunday, October 18th in the ACG 2015 Exhibit Hall immediately following the conclusion of the Postgraduate Course. As one of the sponsors, one or more of the food and beverage stations will be placed in close proximity to your booth, if space allows. In addition to the standard sponsor recognition, you’ll also receive recognition through signage at the event and you may supply napkins with your company logo for the event. To promote the event, the College will include an ad in the ACG Meeting News recognizing your company as one of the sponsors, a flyer will be inserted in all meeting registration bags and signage at the meeting will recognize sponsors of the Reception.

Women and Minorities in GI Reception
$10,000—Renewal pending

Show your support for Women and Minorities in GI by sponsoring the reception. Participants at this event can find out how to become more involved in College activities, connect with a mentor, or network with others in the field who share common interests. Hors d’oeuvres are offered at the reception which is jointly sponsored by the Minority Affairs & Cultural Diversity Committee and the Women in GI Committee in conjunction with the ACG Annual Meeting and Postgraduate Course. As the sponsor, your company logo will be printed on signage. In addition, your company will be listed as the sponsor for the reception description that is included in the Final Program.

International Attendee Reception
$10,000

Meet and greet with attendees from around the world at the International Attendee Reception. This lively event will be held on Sunday, October 18th, at the headquarters hotel. As the sponsor, your company logo will be printed on signage. In addition, your company will be listed as the sponsor for the reception description that is included in the Final Program.
**MEETING AMENITIES and SERVICES OPPORTUNITIES**

**ACG Meetings Website**

$36,000—Renewal Pending

Don’t miss an opportunity to be the sole advertiser of the ACG meeting website. An advertising opportunity begins in March and runs through the end of 2016—10 months of advertising. Your leaderboard ad will appear on the ACG meetings website home page (acgmeetings.gi.org) as well as all other pages.

**Recharge Lounge**

SOLD

**WiFi/Internet Café**

$50,000—Can be a shared sponsorship

Customize the URL with your company name and create a splash page for all attendees to visit when they want to access Wi Fi when you sponsor the Wi Fi/internet café at ACG 2016. Attendees who visit the Internet Café can check their email and surf the web during the conference. As the sponsor, your website will be the opening screen on all computers. In addition to the standard sponsor recognition, as the sponsor of the Café, you will have the opportunity to provide a screensaver with your company name and logo, your company or product logo may be included on signage, a tent card with your company name will be provided for each station, and you may provide mousepads with your company logo at each station. A total of 10 computers will be offered in the Exhibit Hall.

**Lanyards**

SOLD

**Meeting Registration Bags**

SOLD

**Room Drop and Convention Center Bag Distribution**

$16,000 each—3 bags available

- **Friday and Saturday**, October 14th and 15th (Room drop on Friday and Saturday—one-time drop to each ACG 2016 meeting attendee)
- **Sunday**, October 16th (SOLD)
- **Monday**, October 17th

Be one of the first companies attendees see when you sponsor one or more of the Room Drop Bags. The Friday and Saturday bag will be delivered to attendees’ hotel room once (on Friday or Saturday, depending on when the attendee checks-in), include a copy of the *ACG Meeting News* daily, as well as updates from other exhibiting companies, as coordinated through ACG. The Sunday and Monday bag will be hand-distributed to attendees. A total of three bags are planned for ACG 2016. Sponsor one or all three!
EXHIBIT HALL OPPORTUNITIES

Aisle Banners
$45,000—Renewal Pending

Draw more traffic to your booth when you sponsor the Exhibit Hall Aisle Banners. As a sponsor, you can display your company or product logo and booth number on every aisle banner in the Exhibit Hall, making it very easy for attendees to find you.

Exhibit Hall Scavenger Hunt
$2,500–$10,000 (Price varies based on booth size—call for pricing)

Keep the traffic flowing to your booth by participating in the Exhibit Hall Scavenger Hunt. Attendees will receive a Scavenger Hunt card and must visit participating booths in order to qualify for a drawing for one of several prizes offered by ACG. ACG will support the Exhibit Hall Scavenger Hunt through a promotional flyer in attendee registration bags and in one room drop bag, an ad in ACG Meeting News and the ACG 2016 Official Exhibit Guide promoting the Scavenger Hunt and signage near the Exhibit Hall entrance.

ACG 2015 exhibit Hall Scavenger Hunt
You loved playing Scavenger Hunt as a kid, now play as an ACG 2015 attendee and turn your experience into possible prizes! We make the game a bit easier by giving you hints for each company below to help you search them out.

Flip this playing card over and you'll find more “clues” on the back and on the Exhibit Hall floor plan which you'll find in the ACG Meeting News and the Exhibit Guide. Visit all 10 participating exhibitors and you can be entered to win one of these prizes:

- **Grand Prize Drawing:** (drawing at end of meeting)
  - Complimentary hotel, economy airfare and any applicable registration fees for one person to attend the 2016 ACG Annual Scientific Meeting in Las Vegas, Nevada. Includes economy air travel within the continental U.S. and three-night, four-day stay at the ACG headquarters hotel.

- **Additional Prize Drawings:**
  - Apple® iPad® Air (16GB)
  - Two complimentary registrations to the ACG 2016 Postgraduate Course (two winners; one per winner)
  - One complimentary registration to any ACG-sponsored 2016 Friday Course

**Rules:**
The Exhibit Hall Scavenger Hunt is only open to registered attendees of the ACG Annual Scientific Meeting and Postgraduate Course. You must visit all 10 exhibitors in order to enter the drawing. The Scavenger Hunt is open to any attendee residing in the U.S. For attendees who reside outside of the U.S. and who wish to participate, any prizes won must ship to a U.S. address or an alternate prize will be awarded of similar cash value. One entry card per attendee. No exhibitors are eligible to enter.

Once you have visited all 10 exhibitors, drop off your playing card at the ACG booth #532. The Drawing will take place at 3:30 pm on Tuesday, October 20, 2015. You do not need to be present to win.

Let’s get Started!

Below is a clue for each of the participating exhibitors. Visit each booth, pick up the corresponding exhibitor sticker, and place below. Complete the back of this card with your name and contact information. Can’t figure out the clues? All exhibitor names along with booth numbers are provided on the back.

1. This website is the Career Advancement Resource for Physicians and currently has more than 600 gastroenterology jobs posted on its website. Who is it?

2. The combination of positivity for the serologic markers pANCA and anti-CBir1 (which is only available in the PROMETHEUS® IBD sgi Diagnostic™) may help identify Crohn’s disease in patients with exclusively colonic disease.

3. Did you know Practical Gastroenterology has been serving gastroenterologists for 40 years?

4. This company’s best-of-breed EHR excels in procedure documentation, enterprise image management and infection control with over 25,000 users worldwide.

5. Committed to advancing patient care in gastroenterology including in the areas of IBS-D, IBS-C, and CIC.

6. What company has had the #1 Black book ratings in GI for 5 years in a row?

7. This company offers a urea breath test for detection of *H. pylori* that is simple, convenient, and noninvasive.

8. What is the #1 Prescribed Branded Bowel Prep Kit?

9. Makers of the only oral immunoglobulin available for the clinical dietary management of both Inflammatory Bowel Disease (IBD) and Irritable Bowel Syndrome with Diarrhea (IBS-D).

10. Our benchmarking registry is approaching close to 2 million colonoscopy cases in the registry.
PROMOTIONAL OPPORTUNITIES

ACG offers several promotional opportunities to increase your exposure at ACG 2016.

Virtual Registration Bag
$3,500 (limited to 10 sponsors)

With everyone accessing ACG’s meeting app for speaker slides, you are sure to get noticed when you participate in the Virtual Registration Bag. Limited to 10 participating exhibitors, include your 1-page PDF in the virtual reg bag. Your insert must include your booth number.

Registration Bag inserts
$3,500 (limited to 10 sponsors)

Get noticed in the ACG Registration Bag. Every attendee of ACG 2016 will receive a bag when they pick up their meeting materials. Your promotional insert will be included along with important meeting information and ACG promotional material. Limited to 10 participating exhibitors. The insert should be no larger than 8 ½’ x 11’. It can be multiple pages but not exceed 2.5 ounces. Larger inserts may be included for an additional fee.

ACG 2016 Convention Center Banners

Advertise in high-traffic areas of the Venetian Hotel and Sands Convention Center by purchasing one or more of the many advertising opportunities available. All banner artwork must be approved by the ACG and the The Venetian. Unless otherwise noted, the price for each banner includes the cost to print the banner and the labor to hang the banners.

Here are just a few of the more than 30 branding opportunities available:

- Numerous opportunities outside of The Venetian Ballroom, the general session for ACG’s educational programs
- Column wraps—near ACG 2016 Registration and the Exhibit Hall
- Banners inside and outside of the ACG 2016 Exhibit Hall
- Digital signage in high-traffic areas of The Venetian

See the complete list of available sponsorship opportunities on Freeman’s Plantour site, opening in mid-April. To view the banner locations, you can find the link to the Freeman Plantour site online, beginning in mid-April, at acgmeetings.gi.org/exhibitors.asp.

ACG Meeting News

A tabloid-size newspaper published twice during the meeting, it’s the official ACG newspaper that is specifically for the Annual Scientific Meeting and Postgraduate Course. The first edition is distributed during the two days of the Postgraduate Course in the registration bag and the second edition is distributed during the three days of the Annual Scientific Meeting. ACG Meeting News provides meeting, exhibit and association news to all attendees and features up-to-the-minute information on daily events. When you purchase an advertisement in the ACG Meeting News, your ad will run in both the Postgraduate Course edition and the Annual Meeting edition. Your advertisement in the ACG Meeting News will reach a wide range of professionals in the medical field, from purchasers to administrators to physicians. Advertisements also encourage meeting attendees to visit your booth for more detailed information on your product or service. In addition, your ads will continue to work for you after the meeting ends by allowing attendees to reference your advertisement when they return home.
**ACG Official Exhibit Guide**

This guide provides important exhibit information to all attendees, including detailed exhibitor listings, a schedule of meeting events, a floor plan of the Exhibit Hall, and other activities taking place in the Exhibit Hall. The *ACG Official Exhibit Guide* will be distributed to all registrants and attendees in their registration bags. Your advertisement in the *ACG Official Exhibit Guide* will encourage meeting attendees to visit your booth for more detailed information on your product or service and provide an important reference for decision-makers, both during and after the meeting.

**Additional Information for ACG Meeting News and ACG Official Exhibit Guide**

Camera-ready art sized to dimensions listed on page 14 is expected. (Any resizing, mechanical or production services will necessitate additional costs.) We will attempt to preserve original condition of materials received, but the publisher is not responsible for lost/damaged materials after publication.

**MEETING NEWS**: Ad materials for each issue must be identical. The publisher reserves the right to label ads as “Advertisement.” Premium positions and inserts are also available (rates vary).

**ACG OFFICIAL EXHIBIT GUIDE**: Premium positions are available (rates vary): Back cover—50%, inside covers—40%, all other positions—25%.

**DIGITAL SPECS**

When submitting advertising digitally, please provide a high resolution PDF and a color laser proof per the following specs:

- **PDF file format preferred**: High resolution digital media (minimum 300 dpi for images), PDF/Acrobat 5.0 or later.
- **All fonts and graphics must be embedded**.
- **Convert all RGB to CMYK**.
- **Set up document to trim size** and include crop marks and 1/8” bleeds.
- **File submission**: Electronic transfer is the preferred method of submission. Please email Emily Garrel at ACG’s Production Department, egarel@gi.org, for FTP file submission instructions.
- **Color laser proof**: Submit color proof, produced from your supplied digital file, via conventional mail by **August 17, 2016**, to Martie Spath, VP Marketing, ACG, 6400 Goldsboro Road, Suite 200, Bethesda, MD 20817.

**Deadlines and Payments:**

Space reservations . . . . August 10, 2016
Payment due . . . . . . . . . . August 10, 2016
Materials due . . . . . . . . August 17, 2016

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

**ACG Meeting News**

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<th>Size</th>
<th>Dimensions* (width x height)</th>
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<th>4-Color Both Issues</th>
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Agency Commission 15% • Materials Due: August 17, 2016

**ACG Official Exhibit Guide**

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Agency Commission 15% • Materials Due: August 17, 2016

For further information about opportunities, contact: Mark Mrvica, M.J. Mrvica Associates, Inc.
2 W. Taunton Avenue, Berlin, NJ 08009 • (856) 768-9360 • Fax: (856) 753-0064 • markmrvica@mrvica.com
We would like to reserve the following sponsorship opportunities for the 81st Annual Meeting of the American College of Gastroenterology, October 14–19, 2016 at The Venetian, Las Vegas, Nevada.

<table>
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**ACG 2016 Sponsorship Policies and Procedures**

All companies who sponsored an activity in 2015 have the first right of refusal for renewal of the same sponsorship in 2016. Renewal of any sponsorship must have been secured by January 30, 2016. Payment for any sponsorship must be made within 30 days after application has been accepted and an invoice has been mailed. No cancelations will be accepted. ACG 2016 sponsorship and promotional opportunities are only available to companies exhibiting at ACG 2016.

All sponsors of ACG 2016 receive the following standard acknowledgements:

- Recognition in the *Meeting News* “Thanks to Our Sponsors”
- Listing on ACG meeting website “Thanks to Our Sponsors”
- Recognition in the ACG Final Program book

In order to receive the standard recognition as listed, sponsorship(s) must be secured by August 1, 2016. Depending on the sponsorship opportunity, additional acknowledgement may apply.