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# 2017 CGA Sponsor & Exhibitor Prospectus

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**21st Annual Meeting**  
October 20-21, 2017  
Hyatt Regency Hotel  
Orlando, FL  
[www.cgaicc.com](http://www.cgaicc.com)

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# ABOUT THE COLLABORATIVE GROUP OF THE AMERICAS ON INHERITED COLORECTAL CANCER

The Collaborative Group of the Americas on Inherited Colorectal Cancer (CGA) was established in 1995 to improve understanding of the basic science of inherited colorectal cancer and the clinical management of affected families. The CGA's clinical and research focus is hereditary colorectal cancer syndromes, including but not limited to:

- Familial Adenomatous Polyposis (FAP)
- MUTYH Associated Polyposis (MAP)
- Polymerase Proofreading-Associated Polyposis (PPAP)
- Peutz-Jeghers syndrome
- Juvenile Polyposis Syndrome
- PTEN Tumor Hamartoma Syndrome
- Hereditary Mixed Polyposis Syndrome
- Hereditary Non-Polyposis Colorectal Cancer (HNPCC)
- Lynch syndrome
- Familial Colorectal Cancer Type X
- Hyperplastic Polyposis/Serrated Polyposis

## MISSION STATEMENT

The mission of the CGA is to offer:

- Education regarding the clinical management and molecular genetics of inherited colorectal cancer to physicians, allied healthcare professionals, patients, and their families
- Access to collaborative trials and studies
- Resources for developing new hereditary registries and supporting their registries
- A forum for exchange of ideas
- Multidisciplinary expertise in clinical care, healthcare policy, and research related to hereditary colorectal cancer

# 2017 CGA COUNCILORS

## **President:**

**Sonia Kupfer, MD**

The University of Chicago Medicine  
Chicago, IL

## **President-Elect:**

**Heather Hampel, MS, LGC**

Ohio State University College of Medicine  
Columbus, OH

## **Council Members:**

**Dennis Ahnen, MD**

[Term: 2014-2017]

University of Colorado School of Medicine  
Denver, CO

**Randall Brand, MD**

[Term: 2015-2018]

University of Pittsburgh Medical Center  
Pittsburgh, PA

**Michael J. Hall, MD, MS**

[Term: 2016-2019]

Fox Chase Cancer Center  
Philadelphia, PA

**Maureen Mork, MS, CGC**

[Term: 2016-2019]

MD Anderson Cancer Center  
Houston, TX

## **Past President:**

**Brandie Leach, MS, LGC**

Cleveland Clinic  
Cleveland, OH

## **Administrative Director:**

**James Church, MD**

Cleveland Clinic  
Cleveland, OH

**Benedito Rossi, MD, PhD**

South American Representative  
Hospital Sirio Libanes  
Sao Paulo, Brazil

**Y. Nancy You, MD, MHSc**

[Term: 2016-2019]

MD Anderson Cancer Center  
Houston, TX

**Matthew B. Yurgelun, MD**

[Term: 2015-2018]

Dana-Farber Cancer Institute and  
Harvard Medical School  
Chicago, IL

# THE COLLABORATIVE FUND OF THE CGA

The Collaborative Fund seeks to drive the mission of the CGA through the financial support of activities that disseminate knowledge and scientific discovery and thereby improve the care of affected patients with inherited colorectal cancer. As part of the CGA's commitment to its mission and its membership, the Collaborative Fund Committee invites **members in good standing** to submit proposals addressing any component of the CGA's mission.

Awards of up to \$20,000 per year are given to unique and creative projects based on a competitive review. Preliminary or pilot projects do not require previous work or preliminary data. These awards are not designed to fund existing or ongoing activities. Grants submitted with matching funds will receive special attention. The number of awards granted per year by the Collaborative Fund Committee will be determined in advance based on available funds. Each award will be for one year; however, competitive renewal for a second year is possible based on documentation of productivity. Please visit the CGA website for further details: [http://www.CGAICC.com/CGA\\_Fund/cga\\_fund.cfm](http://www.CGAICC.com/CGA_Fund/cga_fund.cfm)

## THE COLLABORATIVE FUND COMMITTEE

### **Steven H. Erdman, MD**

The Ohio State University  
Nationwide Children's Hospital  
Columbus, OH

### **Matthew F. Kalady, MD**

Cleveland Clinic  
Cleveland, OH

### **Wendy Kohlmann, MS, CGC**

Huntsman Cancer Institute  
University of Utah College of Medicine  
Salt Lake City, UT

### **Susan K. Peterson, PhD, MPH**

MD Anderson Cancer Center  
Houston, TX

### **Elena Stoffel, MD, MPH**

University of Michigan  
Ann Arbor, MI

The Collaborative Fund of the CGA is supported by the members of the CGA and through the generous, unrestricted matching grants from our industry sponsors:



# 2017 CGA ANNUAL MEETING

**21st Annual Meeting**  
**October 20-21, 2017**  
**Hyatt Regency Hotel**  
**Orlando, FL**

The CGA is devoted to the pursuit of providing cutting-edge education regarding the clinical management and molecular genetics of inherited colorectal cancer to physicians and allied healthcare professionals. We achieve this primarily through continuing medical education and by providing a forum for the exchange of ideas at our Annual Meeting. The CGA aims to encourage professional growth, stimulate intellectual curiosity, and improve patient outcomes by expanding access to up-to-date information of interest to practitioners and researchers.

The 2017 CGA Annual Meeting will be held October 20-21, 2017, at the Hyatt Regency Hotel in Orlando, Florida. This year's meeting will be held directly after the annual American College of Gastroenterology meeting and will be held simultaneously with the American Society for Human Genetics. The program is designed to keep clinicians and scientists up-to-date on new developments in hereditary colorectal cancer research, including implications in the prevention, diagnosis, and treatment of patients with hereditary colorectal cancer syndromes. The 21st Annual Meeting of the CGA will present supportive information and updates on hereditary colorectal cancer research for clinicians.

This program will be directed to colorectal surgeons, medical oncologists, gastroenterologists, researchers, geneticists, nurses, colorectal cancer registry coordinators, genetic counselors, psychologists and other healthcare professionals involved in the care of individuals with hereditary colorectal cancer.

## 2017 SPONSORSHIP/EXHIBIT OPPORTUNITIES

The CGA offers a variety of sponsorship and exhibit opportunities at the Annual Meeting. Recognition will be given to each sponsor in the conference program book(s), on all signage, in pre-conference marketing materials, and on the CGA website, [www.CGAICC.com](http://www.CGAICC.com). This is a great opportunity to highlight your company or product to physicians, researchers, geneticists, nurses, colorectal cancer registry coordinators, genetic counselors, psychologists, and other healthcare professionals involved in the care of individuals with hereditary colorectal cancer.

The CGA has chosen to provide general support opportunities for the 2017 Annual Meeting in compliance with the PhRMA Code on Interactions with healthcare professionals ([www.phrma.org](http://www.phrma.org)).

### IMPORTANT DEADLINES

**Initial Agreement:** Supporters showing interest must commit in writing by completing the Sponsors/Exhibit form at the end of this prospectus. Upon receipt of the completed form, the Letter of Agreement will be processed. All signed agreements are final.

**Payment:** Invoices are generated upon receipt of the fully-executed Letter of Agreement with payment due 60 days from the date of the signed Letter of Agreement. Please include a copy of the invoice and/or purchase order with payment.

### Remit payment to:

PACE Medical Communications  
Attn: CGA 2017  
1400 N. Harbor Blvd., Suite 625  
Fullerton, CA 92835

## 2017 CORPORATE SPONSOR PACKAGES

The CGA is excited to announce two new corporate sponsorship packages. These packages are designed for companies and organizations interested in being a lead supporter of the CGA. As our leading sponsor, your company will be listed as the main contributor to the CGA.

### **2017 PLATINUM CORPORATE SPONSOR PACKAGE: \$100,000\***

*\* If sponsor is interested in a three-year commitment, sponsor package is available at \$75,000 per year.*

Benefits include:

- Recognition as supporter of the CGA Winter Council Meeting to be held on February 10-11, 2017, near the Chicago O'Hare International Airport
- Opportunity to host a meeting with the CGA Council members during the CGA Winter Council Meeting
- CGA announcement distributed via e-mail and social media communicating your company's sponsorship to the full membership and other CGA followers
- Support and participation in jointly sponsored Research Forum Lunch at the Annual Meeting
- Invitation for six (6) company representatives to attend the society's Annual Meeting at no additional cost
- 12' exhibit space with highly visible space (either one 12' display or two 6' displays if multiple products)
- Distribution of one (1) marketing piece to conference attendees
- Opportunity to host faculty dinner during the Annual Meeting
- Recognition as a supporter of CGA webcast series
- Display of your company logo and a link to your web site on the home page of the CGA website, [www.CGAICC.org](http://www.CGAICC.org)
- Recognition as sponsor of the Collaborative Fund of the CGA
- Four (4) society memberships

# 2017 CORPORATE SPONSOR PACKAGES

## 2017 DIAMOND CORPORATE SPONSOR PACKAGE: \$50,000

Benefits include:

- CGA announcement distributed via e-mail and social media communicating your company's sponsorship to the full membership and other CGA followers
- Support and participation in jointly sponsored Research Forum Lunch at the Annual Meeting
- Invitation for four (4) company representatives to attend the society's annual Meeting at no additional cost
- 12' exhibit space with highly visible space (either one 12' display or two 6' displays if multiple products)
- Distribution of one (1) marketing piece to meeting attendees
- Opportunity to host faculty dinner during meeting
- Recognition as a supporter of CGA webcast series
- Display of your company logo and a link to your web site on the home page of the CGA website, [www.CGAICC.com](http://www.CGAICC.com)
- Recognition as sponsor of the Collaborative Fund of the CGA
- Three (3) society memberships

# 2017 MEETING SPONSORSHIP/EXHIBIT OPPORTUNITIES

## Gold: \$10,000

Includes:

- Two (2) 8' x 10' Exhibit spaces
- Three (3) complimentary conference registrations
- Recognition as a Gold Sponsor in meeting program book(s) and on all meeting signage
- The opportunity to distribute a one-page flyer to all conference attendees
- Recognition during the general session
- Company logo and website hyperlinked on the CGA website, [www.CGAICC.com](http://www.CGAICC.com)

## Silver: \$7,500

Includes:

- One (1) 8' x 10' Exhibit space
- Two (2) complimentary conference registrations
- Recognition as a Silver Sponsor in meeting program book(s) and on all meeting signage
- The opportunity to distribute a one-page flyer to all conference attendees
- Recognition during the general session
- Company logo and website hyperlinked on the CGA website, [www.CGAICC.com](http://www.CGAICC.com)

## Bronze: \$5,000

Includes:

- One (1) 8' x 10' Exhibit space
- Two (2) complimentary conference registrations
- Recognition as a Bronze Sponsor in meeting program book(s) and on all meeting signage
- The opportunity to distribute a one-page flyer to all conference attendees
- Recognition during the general session
- Company logo and website hyperlinked on the CGA website, [www.CGAICC.com](http://www.CGAICC.com)

## Attendee WiFi Sponsorship: \$5,000

- Provides free WiFi access to all attendees
- Customizable\* network name and access password for sponsorship recognition:  
ex: SponsoredByPharmBioInc.
- Customized network name, password, and logo placed in program materials
- Logo and customized network name and password placed on signage at sign-in table
- WiFi Information cards with company logo distributed to all attendees

*\* Passwords may not contain product names; Company names are permitted*

## 2017 MEETING SPONSORSHIP/EXHIBIT OPPORTUNITIES

### **Refreshment Break: \$3,000**

Includes:

- The sponsor's corporate logo will be used on signage throughout the break
- Two (2) complimentary conference registrations
- Acknowledgement as a sponsor in the meeting's program book(s) and on all meeting signage
- Company logo and website hyperlinked on the CGA website, [www.CGAICC.com](http://www.CGAICC.com)

*Four opportunities available: first come, first-served basis*

### **Exhibit Booth: \$3,000 – Industry | \$750 – Non-profit**

Includes:

- One (1) 8' x 10' Exhibit space
- One (1) complimentary conference registration
- Recognition as an exhibitor in the meeting's program book and on all meeting signage
- Company logo and website hyperlinked on the CGA website, [www.CGAICC.com](http://www.CGAICC.com)

**To discuss conference support opportunities further, please contact:**

Anne Michaels

Executive Program Director

PACE Medical Communications

Tel: 504-208-0122

Email: [amichaels@pacemedcom.com](mailto:amichaels@pacemedcom.com)

# 2017 CGA SPONSOR/EXHIBIT FORM

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Platinum Sponsor - \$100,000**

**Three-year Platinum Sponsor - \$75,000**

**Diamond Sponsor - \$50,000**

**Gold - \$10,000**

**Silver - \$7,500**

**Bronze - \$5,000**

**Attendee WiFi Sponsorship: \$5,000**

**Refreshment Break - \$3,000**

Circle Break:      Friday AM      Friday PM      Saturday AM      Saturday PM

**Exhibit**

Circle One:      \$3,000 - Industry      \$750 - Non-profit

**Make checks payable to:**

The Collaborative Group of the Americas on Inherited Colorectal Cancer

**Mail checks to:**

PACE Medical Communications

Attn: CGA 2017

1400 N. Harbor Blvd., Suite 625

Fullerton, CA 92835

## EXHIBITOR TERMS AND CONDITIONS

1. **Exhibit Space.** The CGA shall provide an exhibit space at the site specified for the fees associated with such exhibit space as listed on the preceding page. Company representatives shall not engage in any question-and-answer portion of the activity at which the company is exhibiting.
2. **Waiver/Indemnity.** The exhibitor space shall be undertaken at the company's own risk. The CGA, its officers, agents, and employees shall not be liable for any claims, damages, injuries, actions, or causes of actions whatsoever, to the company, or to the company's property, or to the executors, heirs, or assigns of the employees or agents of the company, arising out of or connected with the use of the exhibitor space. The company shall take no action against the CGA, its officers, agents, or employees for any cause of action related to the use of this exhibitor space. The company shall indemnify, defend, and hold harmless CGA officers and employees and shall defend same against and hold harmless from any allegations, claims, actions, suits, loss, damages, fines, penalties and costs (including, but not limited to, attorneys' fees) arising out of or relating to the use of the exhibit space. If any settlement requires an affirmative obligation of, results in any ongoing liability to, or prejudices or detrimentally impacts CGA in any way, then such settlement shall require the CGA's prior written consent. The CGA may elect to have its own counsel in attendance at all proceedings.
3. **No Warranty.** The CGA makes no other warranty, express or implied, with respect to the exhibit space, including without limitation, warranties of merchantability, of fitness for a particular purpose or use or title. Further, the CGA does not make any warranty for any third party related to, without limitation, the site or the exhibit space.
4. **Force Majeure.** Neither party will be liable for any delay in performance hereunder if such delay is due to causes beyond the reasonable control of such party. Such causes will include, without limitation, fires, floods, strikes or other labor disputes, war, criminal disturbances, power failure, acts of God, and restrictions imposed by any governmental agency. In the event such delay or nonperformance extends beyond thirty (30) days, either party may, at its option, cancel any portion of this agreement and/or extend any date upon which any performance is due. Neither party will assess any damages against the delaying party in such event.
5. **Publicity and Use of Name.** The company shall not use the name, likeness or trademarks of the CGA for any reason, including but not limited to advertising, marketing, media communications or endorsement purposes without the prior written consent of the CGA for each use.
6. **Refund Policy.** The CGA shall not refund any fees paid if the company cancels or does not use the exhibit space.