

# 2022 Annual Meeting Prospectus

*Gaylord Palms  
Orlando, FL*

September 15–17



# THE BRAND STORY



The American Foregut Society was created in order to guide both the diagnosis and management of Foregut disease through collaboration between Gastroenterologists and Foregut Surgeons. The purpose of this society is to foster research that would culminate in the development of benchmarks for excellence, while also establishing specialty specific training programs that would ultimately translate into the improved care, safety, and value for patients with foregut diseases. The purpose of our Annual Meeting is to engage members, shape their society experience, and to facilitate connections and collaboration across the specialty. At American Foregut Society, our vision is to make sure we could advocate for personalized treatment strategies for patients with foregut disease through a collaborative partnership across disciplines. **Our founding members wanted to create a society where key opinion leaders (KOLs) and industry experts working directly in the field could amalgamate.**

Joining the American Foregut Society offers collaboration and opportunities to learn more about foregut diseases. No other American society has the ability to offer such an in-depth look at foregut disease through this many perspectives. For those in search of a world class membership, the American Foregut Society provides education and collaboration opportunities second to none.

# CONNECT WITH SOCIETY LEADERS



What's different about the American Foregut Society? We are the only society that is bridging the gap between specialties in the treatment of foregut disease. The KOLs from all disciplines are coming together with one common goal: to improve the care and outcome of foregut patients. Support with the AFS goes beyond the booth at the meeting. We are here to engage, interact, partner, support and advance treatment strategies that will advance care of all foregut disease. We believe it is vital to take the partnership beyond the exhibit hall. Our society partners have year round visibility with our leadership and our members.

## REACH CLINICIANS

The AFS membership is growing rapidly and consists of clinicians that have focused their energy on the diagnosis and treatment of foregut diseases.

## INCREASE VISIBILITY

Increase your exposure to clinicians that are interested in your products. We understand the needed collaboration with industry and welcome you to the sessions and meals to have the time and opportunity to have one on one interaction.

## SPONSORSHIP

AFS offers an array of sponsorship opportunities to fit your needs and budget. From intimate, in-person meetings to our world class annual conference, you are sure to find the right opportunity for your company.

# ENGAGEMENT

## THIS YEAR, AFS IS FOCUSED ON PROVIDING INCREASED ENGAGEMENT AT THE 2022 CONFERENCE.

The Exhibit Hall is located next to the General Session. The Gaylord Palms is a beautiful property with enough space to house the AFS conference on one floor. You're not going to be getting your steps in this year!

All conference attendees are invited and encouraged to attend the entire conference. Take a seat in the general session, learn from KOL's and sit among your clients and friends.

We've increased the engagement time for Industry and Membership to catch up, meet and hear from each other. The breaks are longer, the days are a little shorter, and the cocktail receptions are outside.



**AFS anticipates over 500 GI and Surgeon Providers who specialize in Foregut to attend.**

# HANDS-ON SESSIONS & PROGRAM HIGHLIGHTS

## HANDS-ON SESSIONS

This is your chance to let providers from across the country experience your product first hand.

- 11 hands-on stations located in the exhibit hall.
- 12 hours of dedicated hands-on sessions throughout the meeting.



## PROGRAM HIGHLIGHTS

The program committee is hard at work putting together another incredible meeting. Full schedule will be announced soon.

### Topics for the 2022 meeting include:

- Barrett's Esophagus Diagnosis and Management
- What's New in GERD Motility
- Gastroparesis
- Bariatric Evaluation and Management
- Eosinophilic Esophagitis
- Ergonomics for GIs and Surgeons
- Pre and Post Operative Endoscopy

Your engagement with attendees begins with an afternoon session on Thursday, September 15th and concludes with a closing cocktail reception on Saturday, September 17th. Additional sessions Thursday and Sunday morning are available for continued learning.

# Sponsorship Packages: Benefits

Six levels of sponsorship are available for the 2022 Annual Meeting. All checked or numbered items in the tables on pages 6–8 are included unless listed at an additional price.

## Sponsorship Package Pricing

	Diamond \$100,000	Platinum \$75,000	Gold \$50,000	Silver \$25,000	Premier \$7,500	Elite \$5,000
<b>Exhibit Room Benefits</b>	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Premier</b>	<b>Elite</b>
Basic Power - 2 Chairs and 1 Trashcan	✓	✓	✓	✓	✓	✓
6' Table					✓	✓
6' Table ( <i>Preferred Location</i> )				✓		
10'x10' Space ( <i>to ensure enough room for hands-on</i> )		✓	✓			
10'x20' Space	✓					
Participation in Hands-On Sessions	✓	✓	✓	✓	✓	
Company Logo Noted on Industry Support Wall	✓	✓	✓	✓	✓	✓
Full Registration(s) ( <i>including meetings</i> ) <b>Additional Registrations — \$550 each</b>	15	12	8	5	2	1
One-Year AFS Membership ( <i>includes access to Foregut Journal and DocMatter</i> ) <b>Additional Memberships — \$250 each</b>	15	12	8	2		
Attendee Registration List Pre & Post Event ( <i>authorized to directly email from sponsor</i> )	✓	✓	✓	✓	✓	✓
Industry Resource Bag ( <i>3 front &amp; back pages included</i> ) <b>A La Carte — \$1,000</b>	✓	✓	✓			
Newsletter Package ( <i>\$15,000 value</i> )	✓	✓	Choice of Newsletter or Beyond Meeting Package	✓		
Beyond the Meeting Package ( <i>\$25,000 value</i> )	✓	✓	Choice of Newsletter or Beyond Meeting Package			

# Sponsorship Packages: Benefits & Opportunities

Exhibit Room Benefits cont.	Diamond	Platinum	Gold	Silver	Premier	Elite
Non-CME Session ( <i>Wednesday or Sunday – \$10,000 value</i> )	✓	✓	✓			
KOL Encounter ( <i>session with board/faculty/KOL at meeting</i> )	45 minutes	30 minutes				
Program Development	✓					

  

Meal & Learns ( <i>additional cost</i> )	Diamond	Platinum	Gold	Silver	Premier	Elite
Lunch & Learn	\$15,000	\$15,000	\$15,000	\$15,000		
Dinner & Learn	\$25,000	\$25,000	\$25,000	\$25,000		

  

Live Sessions ( <i>additional cost</i> )	Diamond	Platinum	Gold	Silver	Premier	Elite
Live Surgery Day	\$15,000					
Live Training Session	TBD	TBD	TBD			

  

Food & Beverage Sponsor Opportunities ( <i>additional cost</i> )	Diamond	Platinum	Gold	Silver	Premier	Elite
Welcome Reception	TBD	TBD	TBD	TBD	TBD	TBD
Closing Reception	TBD	TBD	TBD	TBD	TBD	TBD
Coffee Break ( <i>4 available</i> )	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000

# Newsletter & Beyond the Meeting Packages

Newsletter Package (\$15,000 value)	Diamond	Platinum	Gold	Silver	Premier	Elite
Company Logo on AFS Website with Hyperlink	✓	✓	Choice of Package	✓		
Monthly Social Media Blasts Across All Platforms	✓	✓	Choice of Package	✓		
One Feature in Industry Highlight of the Month in Newsletter	✓	✓	Choice of Package	✓		
Listing of Educational Offerings on AFS Website	✓	✓	Choice of Package	✓		
2 Industry Announcements in Monthly Newsletter per Year	✓	✓	Choice of Package	✓		
Reposting of Social Media Across All Platforms	✓	✓	Choice of Package	✓		

Beyond the Meeting Package (\$25,000 value)	Diamond	Platinum	Gold	Silver	Premier	Elite
Monthly Calls with Executive Director per Year	✓	✓	Choice of Package			
1 Meeting with Executive Committee per Year	✓	✓	Choice of Package			
Company Logo on AFS Website with Hyperlink	✓	✓	Choice of Package			
1 Podcast Sponsorship	✓	✓	Choice of Package			
1 Member Survey or Webinar Co-Host	✓	✓	Choice of Package			
Advocacy – Collaboration on Top 2 Advocacy Issues	✓	✓	Choice of Package			