



# GHAPP

Gastroenterology & Hepatology  
Advanced Practice Providers

## 2024 NATIONAL CONFERENCE

**September 12-14, 2024**

Gaylord National Resort & Convention Center  
165 Waterfront Street  
National Harbor, MD

SPONSORSHIP PROSPECTUS

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# MESSAGE FROM THE COURSE DIRECTORS

The GHAPP conference is the only conference specifically designed by advanced practice providers (APPs) for the purpose of meeting the educational needs of APPs who specialize in the management of patients with GI disorders and chronic liver disease. APPs, also known as nurse practitioners and physician assistants, have become important members of the care team in today's healthcare environment. With an aging US population and the growing shortage of physicians, APPs play a key role in the health care and management of patients with chronic illnesses. Therefore, we are excited to launch the seventh annual GHAPP conference, and we are confident that it will surpass the success of the 2023 conference.

The 2023 GHAPP conference had 800 live attendees. Over sixty percent of those attendees reported specializing in gastroenterology, and the remaining of attendees described themselves as specializing in hepatology OR primary care providers to a high number of GI/liver disease patients.

We are now planning another great conference in 2024, filled with scientific information on the latest developments and important concepts in the multidisciplinary treatment of patients with GI disorders and chronic liver disease.

We are excited to report the following post-conference outcomes and survey results:

# ABOUT GHAPP

LEADING THE WAY IN EDUCATION FOR ADVANCED PRACTICE PROVIDERS IN GASTROENTEROLOGY AND HEPATOLOGY



#### GHAPP ACADEMY

##### INTRODUCTORY COURSES

- DISEASE STATE MODULES
- PRECEPTORSHIPS
- NATIONAL LECTURE SERIES



#### NATIONAL CONFERENCE

- ONLINE MODULES
- GHAPP NEWSLETTER
- E-JOURNAL



#### GE & LIVER COMMUNITY OUTREACH

- GHAPP REGIONAL MEETINGS
- LUNCH & LEARN SERIES
- SCREENING & LINKAGE TO CARE
- PRIOR AUTHORIZATION & PATIENT COMPLIANCE PROGRAMS
- ADVANCING GI AND LIVER CARE IN THE COMMUNITY

The GI & Hepatology Advanced Practice Providers (GHAPP) organization plays a key role in provider education and a critical role in the healthcare and management of patients with chronic liver disease (CLD) and gastrointestinal (GI) disorders that include but are not limited to:

- Acute hepatic porphyria (AHP)
- *Clostridium difficile* (*C. diff*)
- Complications of cirrhosis
- Congenital sucrase-isomaltase deficiency (CSID)
- Eosinophilic gastrointestinal disorders (EGID)
- Exocrine pancreatic insufficiency (EPI)
- Gastroparesis
- Gastroesophageal reflux disease (GERD)
- Viral hepatitis (HBV, HCV, HDV)
- *Helicobacter pylori* (*H.pylori*)
- Inflammatory bowel disease (IBD)
- Iron deficiency and iron-deficiency anemia
- Irritable bowel syndrome (IBS)
- Nonalcoholic fatty liver disease (NAFLD)
- Nonalcoholic steatohepatitis (NASH)
- Progressive familial intrahepatic cholestasis (PFIC)
- Short bowel syndrome (SBS)
- Wilson's disease

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## 2023 GHAPP CONFERENCE OBJECTIVES & OUTCOMES

### OBJECTIVES:

- Describe the current screening, diagnosis, and management options for patients with CLD and GI disorders
- Optimize treatment results for patients with CLD and GI disorders
- Compare and contrast currently available treatment modalities for CLD and GI disorders

OUR 2023 CONFERENCE HAD...



**800**  
attendees

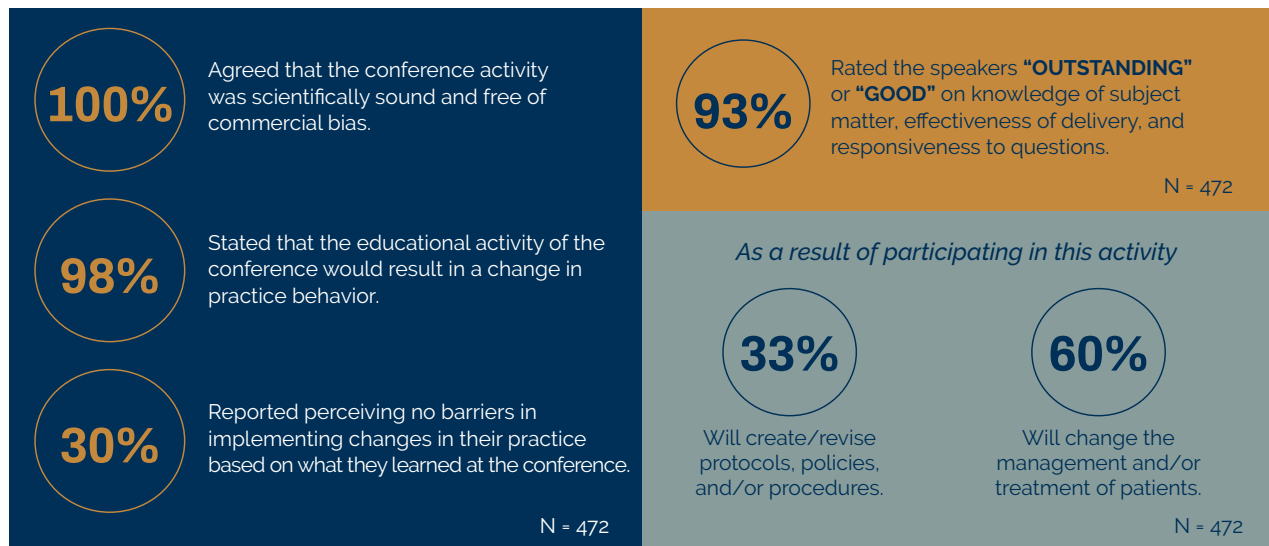
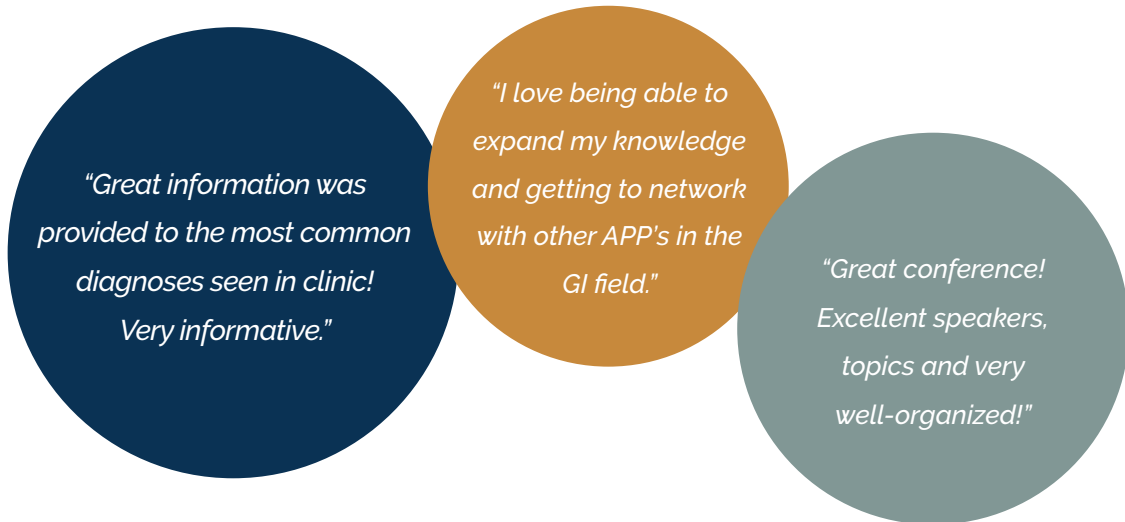


Originating from  
**43** states

Including NPs/PAs/Students specializing in



SEE WHAT OUR ATTENDEES HAD TO SAY...



# ABOUT THE GHAPP 2024 CONFERENCE



## COURSE OVERVIEW

The objective of the 2024 GHAPP conference is to bring together APPs for an in-depth clinical update, to foster an interactive discussion on the latest scientific and clinical developments, and to review important current concepts in the multidisciplinary treatment of patients with GI disorders and chronic liver disease. The conference will exclusively feature expert APP speakers and offer a combined plenary and small-group learning environment to facilitate interaction between attendees and faculty on the most clinically relevant topics, including viral hepatitis, NASH, cirrhosis, and GI disorders, including IBD, IBS, and OIC.

The conference plans to foster collaboration, share best practices, provide a forum for peer-to-peer interaction among advanced practice providers, and provide attendees with the following:

- Clinically relevant research advances via scientific posters, abstracts, and presentations
- An opportunity for professional development and interaction with leading experts in gastroenterology and hepatology
- The latest research/abstracts: access to information on the most recently presented abstracts at the DDW and AASLD meetings and the most up-to-date scientific knowledge on various topics
- The opportunity to network with colleagues and meet up with peers to exchange ideas and forge new contacts and friendships

## INTENDED AUDIENCE

The GHAPP 2024 conference is ideal for nurse practitioners and physician assistants involved in managing patients with GI disorders and chronic liver disease.

## PRODUCTION OF ON-LINE, ON-DEMAND MODULES

The GHAPP conference will produce on-demand video modules. Presentations will be reviewed/approved by the Annenberg Center with the on-demand series, which will be posted on the GHAPP educational portals on [www.GHAPP.org](http://www.GHAPP.org).

*\*\*Sponsorship dollars from commercial entities will not be used to cover these costs, but GHAPP may pursue educational grants for this component of the initiative.*



## AANP Statistics

- There are more than **290,000** nurse practitioners (NPs) licensed in the United States.<sup>1</sup>
- 89.7% of NPs are certified in an area of primary care, and **69.0% of all NPs** deliver primary care.<sup>2</sup>
- The majority of NPs (57.4%) see **three or more patients per hour**.<sup>3</sup>
- By 2026, the Bureau of Labor Statistics projects that the NP role will have **grown by 36% compared to 13%** for physicians (this excludes anesthesiologists and surgeons).<sup>4</sup>

## Physicians Assistants

- The Bureau of Labor Statistics projects **31.3% employment growth** for physician assistants between 2019 and 2029.<sup>5</sup>

### Updated August 2020

1. AANP National Nurse Practitioner Database, 2020
2. 2019 AANP National Workforce Survey
3. 2018 AANP National Nurse Practitioner Sample Survey
4. 2019 AANP Nurse Practitioner Role Grows
5. U.S. News & World Report - Physician Assistant - Career Rankings, Salary, Reviews and Advice | US News Best Jobs

## BOARD OF TRUSTEES



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Tenafly, NJ

# PROPOSED AGENDA



## THURSDAY, SEPTEMBER 12<sup>TH</sup>

### ALL DAY ARRIVALS AND ON-SITE REGISTRATION

- |                   |                   |
|-------------------|-------------------|
| 5:00 PM – 6:00 PM | Product Theater   |
| 6:30 PM – 8:30 PM | Welcome Reception |

## FRIDAY, SEPTEMBER 13<sup>TH</sup>

- |                      |   |
|----------------------|---|
| 6:30 AM – 7:15 AM    | Breakfast   |
| 7:00 AM – 7:45 AM    | Product Theater   |
| 8:00 AM – 12:00 NOON | Plenary Session – State-of-the-Art in Gastroenterology & Hepatology<br><i>featuring didactic updates, case-based reviews, and interactive discussions</i> |
| 12:00 NOON – 1:30 PM | Lunch   |
| 12:20 PM – 1:05 PM   | Product Theater   |
| 1:35 PM – 2:50 PM    | Plenary Sessions – Gastroenterology & Hepatology  |
| 3:00 PM – 5:00 PM    | Workshop Sessions   |
| 5:00 PM              | Meeting Adjourns  |
| 5:00 – 5:45 PM       | Product Theater   |
| 6:30 PM – 8:00 PM    | Faculty Dinner Reception  |

## SATURDAY, SEPTEMBER 14<sup>TH</sup>

- |                       |   |
|-----------------------|---|
| 6:30 AM – 7:15 AM     | Breakfast   |
| 7:00 AM – 7:30 AM     | Product Theater   |
| 8:20 AM – 12:00 NOON  | Plenary Session – State-of-the-Art in Gastroenterology & Hepatology<br><i>featuring didactic updates, case-based reviews, and interactive discussions</i> |
| 10:00 AM – 12:20 PM   | Parallel Plenary Sessions – Gastroenterology & Hepatology   |
| 12:00 NOON – 12:50 PM | Lunch   |
| 12:00 NOON – 12:45 PM | Product Theater   |
| 1:15 PM – 4:30 PM     | Plenary Session – Gastroenterology & Hepatology   |
| 4:40 PM – 5:30 PM     | Workshop Session  |
| 5:30 PM               | Close   |

### EXHIBIT HOURS

- |                                      |  |
|--------------------------------------|--|
| THURSDAY, SEPTEMBER 12 <sup>TH</sup> | 6:30 PM – 8:30 PM; reception at 6:30 PM              |
| FRIDAY, SEPTEMBER 13 <sup>TH</sup>   | 6:30 AM – 1:30 PM; breaks at 10 AM & 12 Noon (lunch) |
| SATURDAY, SEPTEMBER 14 <sup>TH</sup> | 6:30 AM – 1:00 PM; breaks at 10 AM & 12 Noon (lunch) |

# SPONSORSHIP OPPORTUNITIES



The GHAPP Annual Conference provides an outstanding opportunity to build exposure and generate new leads by offering the following levels of sponsorship opportunities.

Benefits at the 2024 GHAPP Annual Conference	Platinum \$230,000	Gold \$135,000	Silver \$80,000	Bronze \$15,000
<b>Acknowledgment as a conference sponsor</b> <ul style="list-style-type: none"> <li>Logo recognition across all platforms, including conference website, invitations and other written communication; logo will be displayed throughout conference venue, ensuring maximum visibility</li> </ul>	✓	✓	✓	✓
Recognized as a sponsor of the welcome reception on Thursday evening	✓	✓	✓	
Complimentary conference registration(s) and networking event(s)	✓ 10	✓ 8	✓ 4	✓ 2
Exhibit space	✓ 10'x10' Booth Space	✓ 12' Table	✓ 6' Table	✓ 6' Table
One banner advertisement on the conference app's main screen to ensure maximum visibility	✓			
Customized push notifications on the conference app	✓ 2 push notifications	✓ 1 push notification	✓ 1 push notification	
<b>Conference bags inserts</b> <ul style="list-style-type: none"> <li>Include promotional insert(s) in the conference bag</li> </ul>	✓ 2 inserts	✓ 1 insert	✓ 1 insert	
<b>Conference bags</b> <ul style="list-style-type: none"> <li>Corporate logo will be featured on the attendee conference bag</li> </ul>	✓			
<b>Invitations to GHAPP Faculty Dinner</b> <ul style="list-style-type: none"> <li>Opportunity to attend and meet with GHAPP faculty on Friday evening</li> </ul>	✓ 6 invitations	✓ 3 invitations		
<b>Opportunity to host a Live Industry-Sponsored Event</b> <ul style="list-style-type: none"> <li>One 45-minute time slot, inclusive of presentation and O&amp;A</li> <li>Only six (6) time slots are available based on a first-come, first-served basis</li> <li>All food costs are covered by GHAPP</li> <li>Standard audio/visual will be provided by GHAPP</li> <li>One-page announcement to industry-sponsored event distributed to all conference attendees</li> <li>Speaker travel, honorarium, and Sunshine Act reporting (if applicable) will be the responsibility of the sponsoring company</li> </ul>	✓			
<b>Opportunity to host a one-hour Advisory Board</b> <ul style="list-style-type: none"> <li>The Conference Organizer will provide the meeting room and basic AV</li> <li>The sponsoring organization is responsible for all remaining logistics, including recruitment, contracting, food and beverage, travel-related expenses, honoraria, and Sunshine Act Reporting (if applicable)</li> <li>These meetings are designed to be held in-person only; any virtual components will be set up by the sponsoring organization at their own expense</li> <li>Time slot will be assigned by GHAPP (tentatively Wed., Thurs., or Sat. afternoons)</li> </ul>	✓ Up to 10 attendees			
<b>Opportunity to host an Industry Forum</b> <ul style="list-style-type: none"> <li>One 45-minute industry forum with the GHAPP board and steering committee</li> <li>Designed as a roundtable discussion with thought leaders in your therapeutic area; session can be used to discuss anything related to your company</li> <li>Meeting room and standard audio/visual will be provided by GHAPP</li> <li>Time slot will be assigned by GHAPP</li> </ul>	✓ Up to 8 attendees	✓ Up to 5 attendees		
Benefits Throughout the Year	Platinum \$230,000	Gold \$135,000	Silver \$80,000	Bronze \$15,000
Throughout 2024, acknowledgment and recognition as Platinum, Gold, Silver, and Bronze sponsors on the GHAPP website	✓	✓	✓	

# SPONSORSHIP OPPORTUNITIES



A La Carte Opportunities	Price
<b>Wi-Fi Sponsor (available to Platinum/Gold/Silver)</b> 1 Sponsorship Available - Company name will be added as the Wi-Fi passcode.	\$50,000
<b>Charging Station Sponsor</b> 2 Sponsorships Available - Company name will be displayed on the charging stations.	\$20,000

# INDUSTRY-SUPPORTED SATELLITE SYMPOSIA



We are excited to offer commercial supporters a new opportunity to host and offer independent CME educational programs through satellite symposia. These symposia will take place on designated days and times.\* Satellite symposia must be sponsored/organized by an ACCME-accredited organization and offer CME credits. Providers must designate activities for category 1 (one) credit in advance. An application must be submitted to GHAPP for approval. Details about the application process will follow after the fee has been submitted.

\*Exclusive timeslot for CME satellite symposium at the GHAPP National Conference: Thursday evening from 5:00 to 6:00 PM – symposium may be up to 1 hour in length

- Audio-visual equipment and labor is provided
- No modifications can be made to the AV package, which will include two screens/projectors, a podium microphone, and three table microphones for a panel discussion
- Opportunity to place one poster/banner near the registration desk on the day of the meeting
- Opportunity to distribute one 8.5 x 11" (or smaller) printed promotional invitation
- Opportunity to produce a branded email that will be sent by GHAPP National to registered attendees prior to the meeting
- One announcement on the GHAPP National website
- Food and beverage is not included in the price
- Livestreaming on the conference platform is included. A copy of the video file will be provided to your organization for posting on your platforms. If you do not want the livestream/recording option, you may deduct \$10,000 from the fee. We are unable to accommodate external video production teams onsite

To discuss this conference opportunity further, please contact

**Denton Chase**

Tel: (917) 575-7607

[DChase@focusmeded.com](mailto:DChase@focusmeded.com)

# TERMS AND CONDITIONS

## CONFERENCE ORGANIZER

For the purpose of this document, GHAPP, Focus Medical Communications, and Tactical Advantage Group will be referred to as the Conference Organizer.

## REPORTABLE EXPENSES

The Conference Organizer attests that sponsorship funds will not be used to purchase meals, snacks, or beverages for any conference or event attendee. The Conference Organizer also attests that sponsorship funds will not be used toward faculty honoraria for the duration of this conference.

## PAYMENT TERMS

Confirmation of your sponsorship/exhibit space is contingent upon receiving full payment prior to the scheduled event date. Payment instructions will be provided in a confirmation email upon submission of this form. Payment due in full upon signing.

## CANCELLATION POLICY

A refund, minus a handling fee of 10%, will be given for cancellations received in writing within three business days after the Sponsorship/Exhibitor's Agreement is completed. After this date, no refunds will be granted unless the conference is canceled altogether.

If the conference is postponed and rescheduled within one year of the originally scheduled date, no refunds will be granted. However, the sponsorship/exhibitor fee shall be applied to the rescheduled conference. Should the conference be canceled and not take place within one year of the originally scheduled date, a full refund shall be granted.

## FAILURE TO OCCUPY EXHIBIT HALL SPACE

The Conference Organizer reserves the right to re-allocate any space that has not been occupied by the confirmed Exhibitor by 6:00 PM on Thursday, September 12<sup>th</sup>. Should this occur, the confirmed Exhibitor agrees to forfeit their booth space without refund.

## SCHEDULING NON-CONFERENCE EVENTS

The Conference Organizer appreciates the convenience of having a number of key opinion leaders and HCPs in one location. However, we also recognize the importance of allowing our faculty and attendees to make the most of this productive conference time. To that end, our participating Sponsors agree to the following:

- Sponsors may not schedule any meetings within or external to the conference venue during conference dates and times without the explicit permission of the Conference Organizer.
- Sponsors may request to schedule an on-site meeting outside conference dates and times by submitting a written request to the Conference Organizer no later than 1 month prior to Conference date. With express written permission of the Conference Organizer, the same meeting offering parameters as indicated above will apply.
- Any travel or accommodation-related expenses (e.g., rescheduled flights, additional room nights, etc.) that may arise as a result of faculty or conference attendee participating in an authorized Sponsor event will be the responsibility of the Sponsor.

## EXHIBIT LOGISTICS

- All requests (e.g., power source and internet access) will be handled between the Exhibitor and the hotel. The costs will be directly charged to the Exhibitor.
- Exhibit-related shipping arrangements and the resulting expenses are the responsibility of the Sponsor.
- The Conference Organizer will assign the exhibit location within the expo area.
- Upon acceptance of your sponsorship, you will receive a confirmation email with additional details on the event. Within three months of the conference, you will be provided with the Exhibitor Kit.

# TERMS AND CONDITIONS

## CONFERENCE FACULTY AND ATTENDEE DATA

The Conference Organizer, its affiliates, and its vendors do not share the registration information of its conference faculty or attendees (either targeted or registered) with any of its sponsoring organizations.

## LIABILITY

The Exhibitor agrees to defend, indemnify, and hold harmless the conference venue Hotel and the Conference Organizer, along with their employees, agents, representatives, and guests, from any third-party claim, cause of action, liability, damage, cost or expense of any kind whatsoever arising out of or relating in any way to the Exhibitor's alleged intentional or negligent conduct during or in connection with its participation in the conference, including the reimbursement of all damages assessed and reasonable attorneys' fees and costs incurred. The Exhibitor agrees to maintain insurance coverage at commercially reasonable levels to cover its obligations under this provision and shall provide proof of insurance to the Conference Organizer upon its request.

## INSURANCE FOR EXHIBIT ITEMS

The Exhibitor assumes all risk and financial responsibility for the loss or damage of their personal property during or related in any way to the conference. The Exhibitor further acknowledges that they are responsible for insuring their personal property and that the Conference Organizer does not maintain any insurance coverage for that purpose. The Exhibitor forever releases and otherwise waives all claims against the conference venue Hotel and the Conference Organizer, along with their employees, agents, representatives, and guests, arising out of or relating to the loss or damage of the Exhibitor's personal property.

## SPONSORSHIP AGREEMENT

Upon acceptance of this contract, the undersigned company agrees to the rules and regulations outlined in the corresponding document.

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Full Name

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

\_\_\_\_\_  
Address

\_\_\_\_\_  
Address

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

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
Email

## Accounts Payable or Billing Contact Info

\_\_\_\_\_  
A/P Contact Name

\_\_\_\_\_  
A/P Contact Title

\_\_\_\_\_  
A/P Phone

\_\_\_\_\_  
A/P Email

## Conference Point of Contact

\_\_\_\_\_  
Full Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email

# GHAPP SPONSORSHIP FORM

## SPONSORSHIP SELECTIONS

### SPONSORSHIP LEVEL (Select One)

- Platinum – \$230,000
- Gold – \$135,000
- Silver – \$80,000
- Bronze – \$15,000

### ADD-ON OPPORTUNITIES

- Wi-Fi Sponsor - \$50,000  
*1 Sponsorship Available*
  - Company name will be added as the Wi-Fi passcode
- Charging Station Sponsor - \$20,000  
*2 Sponsorships Available*
  - Company name will be displayed on the charging stations.

**SPONSORSHIP TOTAL: \$ \_\_\_\_\_ USD**

**SPONSORSHIP NOTES:**

## PAYMENT METHODS

### CHECK

*Upon submission of this form, you will receive an invoice for your sponsorship. Please follow the instructions outlined below and on your invoice for payment.*

### PLEASE MAKE CHECKS PAYABLE TO:

Gastroenterology & Hepatology Advanced Practice Providers Inc.

### PLEASE INCLUDE IN THE MEMO LINE:

GHAPP 24-01 GHAPP National Conference

### MAIL TO:

GHAPP  
c/o HBK CPAs & Consultants  
101 Crawfords Corner Rd, Suite 2216  
Holmdel, NJ 07733

### ACH or WIRE

Please email [accounting@ghapp.org](mailto:accounting@ghapp.org) to request GHAPP banking information for ACH or wire payments.

### CREDIT CARD

*A 3% processing fee will be applied for processing through PayPal. To accept, initial here: \_\_\_\_\_*

### Card Type

AMEX      VISA      MASTERCARD      DISCOVER

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

CVV \_\_\_\_\_

Name as it appears on Credit Card:

\_\_\_\_\_

Billing Address (if different than above):

\_\_\_\_\_

\_\_\_\_\_

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

*Once payment has been processed by the Conference Organizer, you will receive an electronic receipt confirming your payment.*



To further discuss conference support opportunities, please contact:

**Pablo Gabella**

Executive Director, Business Development  
Focus Medical Communications

**Tel: 323-314-1427**

**[sponsorships@ghapp.org](mailto:sponsorships@ghapp.org)**



**GHAPP**

Gastroenterology & Hepatology  
Advanced Practice Providers