



GHAPP

Gastroenterology & Hepatology
Advanced Practice Providers

2022 NATIONAL CONFERENCE

September 30-October 1, 2022

Gaylord Opryland Resort & Convention Center
2800 Opryland Drive
Nashville, TN

SPONSORSHIP PROSPECTUS

TABLE OF CONTENTS

Introduction	2
About GHAPP	3
2021 Conference Outcomes	4
About the GHAPP 2022 Conference	5
Course Directors	6
Faculty	7
Proposed Agenda	9
Sponsorship Opportunities	10
Industry-Supported Satellite Symposia	12
Exhibitor Registration Rules and Regulations	13
Sponsorship Form	15

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 fourth annual GHAPP conference, and we are confident that it will surpass the success of the 2021 conference.

The 2021 GHAPP conference had 336 live attendees and 186 virtual attendees from 46 states. Sixty-seven percent (352) of those attendees reported specializing in gastroenterology, and the remaining 33% of attendees described themselves as primary care to a high number of GI/liver disease patients.

We are now planning for another great conference in 2022 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 is playing 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)
- 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

2021 GHAPP CONFERENCE OBJECTIVES & OUTCOMES

OBJECTIVES:

- Describe 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 2021 CONFERENCE HAD...



552
attendees



Originating from
46 states

Including NPs/PAs/Students specializing in

352
Gastroenterology

72
Hepatology

81
Primary Care

SEE WHAT OUR ATTENDEES HAD TO SAY...

"This activity strengthened my current knowledge in every aspect both GI and hepatology."

"The conference was well thought out and planned. Felt safe."

"The presenters were amazing, well prepared, knowledgeable, and excellent!"

99%

Agreed that the conference activity was scientifically sound and free of commercial bias

91%

Stated that the educational activity of the conference would result in a change in practice behavior

36%

Reported perceiving no barriers in implementing changes in their practice based on what they learned at the conference

N = 280

93%

Rated the speakers **"OUTSTANDING"** or **"GOOD"** on knowledge of subject matter, effectiveness of delivery, and responsiveness to questions

N = 280

As a result of participating in this activity

26%

Will create/revise protocols, policies, and/or procedures

64%

Will change the management and/or treatment of patients

N = 280

ABOUT THE GHAPP 2022 CONFERENCE



COURSE OVERVIEW

The objective of the 2022 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:

- 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 2022 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.

"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.¹
- 89.7% of NPs are certified in an area of primary care, and **69.0% of all NPs** deliver primary care.²
- The majority of NPs (57.4%) see **three or more patients per hour**.³
- 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).⁴

Physicians Assistants

- The Bureau of Labor Statistics projects **31.3% employment growth** for physician assistants between 2019 and 2029.⁵

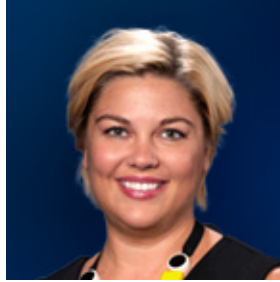
Updated August 2020

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

COURSE DIRECTORS



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PROPOSED AGENDA



THURSDAY, SEPTEMBER 29TH

ALL DAY ARRIVALS AND ON-SITE REGISTRATION

5:00 PM – 6:00 PM	Industry-Supported Satellite Symposium
6:30 PM – 8:30 PM	Welcome Reception

FRIDAY, SEPTEMBER 30TH

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 <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
6:30 PM – 8:00 PM	Faculty Dinner Reception

SATURDAY, OCTOBER 1ST

6:30 AM – 7:15 AM	Breakfast
7:00 AM – 7:45 AM	Product Theater
8:20 AM – 12:00 NOON	Plenary Session – State-of-the-Art in Gastroenterology & Hepatology <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 29 TH	6:30 PM – 8:30 PM; reception at 6:30 PM
FRIDAY, SEPTEMBER 30 TH	6:30 AM – 1:30 PM; breaks at 10 AM & 12 Noon (lunch)
SATURDAY, OCTOBER 1 ST	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 2022 GHAPP Annual Conference	Diamond \$200,000	Gold \$110,000	Silver \$55,000	Exhibitor \$10,000
Acknowledgment and recognition as a major sponsor during Conference's opening remarks, on the GHAPP website, and on all Conference materials and website. Logos will be displayed on conference materials, at the reception, and in the common areas	✓	✓	✓	✓
Recognized as sponsor of the Thursday night reception	✓	✓	✓	
Complimentary conference registrations and networking events	✓ Eight (8) registrations	✓ Six (6) registrations	✓ Four (4) registrations	✓ Two (2) registrations
Exhibit Space	✓ 10'x10' Booth Space	✓ 12' Table	✓ 6' Table	✓ 6' Table
Banner advertisement on the conference app's main screen to ensure maximum visibility	✓	✓		
Customized push notifications on conference app	✓ Two (2) push notifications on app	✓ One (1) push notification on app	✓ One (1) push notification on app	
Promotional product bag inserts in the conference bag	✓ Two (2) inserts	✓ One (1) insert	✓ One (1) insert	✓ One (1) insert
Conference Bag Corporate Sponsor	✓			
Opportunity to meet with the GHAPP Faculty at the GHAPP Faculty Dinner on Friday night	✓	✓		
Live Industry-Sponsored Event (45 minutes) <ul style="list-style-type: none"> 45-minute time slot, inclusive of presentation and Q&A Audiovisual equipment provided by the conference Live industry-sponsored event will be streamed to virtual audience Speaker travel, honorarium, and Sunshine Act reporting (if applicable) will be the responsibility of the sponsoring company Only six (6) time slots available. First-come, first-served 	✓			
ADVISORY BOARD* – An opportunity to host an Ad Board with up to 15 attendees <ul style="list-style-type: none"> Ad Board to be scheduled during non-conference hours (Thursday or Saturday); time slot to be confirmed by Conference Organizers Conference Organizers will arrange recruitment, meeting room, and basic audiovisual equipment (screen and projector) 	✓ Fifteen (15) attendees	✓ Ten (10) attendees		
INDUSTRY FORUM – An opportunity to host an industry forum with the GHAPP Board or its Steering Committee members for 45 minutes	✓	✓		

Benefits Throughout the Year	Diamond \$200,000	Gold \$110,000	Silver \$55,000	Exhibitor \$10,000
Throughout 2022, acknowledgment and recognition as Diamond, Gold, or Silver sponsor on the GHAPP website	✓	✓	✓	
Your corporate logo with a hyperlink in the Industry-Resources section of the app <i>Under the Industry-Resources section, there are three subsections for exposure opportunities: Product Theaters, Patient Assistance Programs, and Product Resources</i>	✓	✓		

*GHAPP will supply the room and AV only. The available time slots are on Thursday and Saturday afternoons (ask your Representative for details). Each time slot is offered on a first-come, first-served basis. All attendee contracting, travel payment, food, and beverages are the responsibility of the sponsoring company.

SPONSORSHIP OPPORTUNITIES

A La Carte Opportunities	Price
Wi-Fi Sponsor 1 Sponsorship Available - Company name will be added as the Wi-Fi passcode.	\$30,000
Charging Station Sponsor 2 Sponsorships Available - Company name will be displayed on the charging stations.	\$15,000

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

- Audiovisual 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

Tom Saenz

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tsaenz@focusmeded.com

RULES AND REGULATIONS

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, less 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 Thursday, September 29th, at 6:30 PM. 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 their written request to the Conference Organizer no later than Tuesday, August 30th, 2022. 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 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

RULES AND REGULATIONS

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 _____

Conference Point of Contact

Full Name _____

Title _____

Phone Number _____

Email _____

GHAPP SPONSORSHIP FORM

SPONSORSHIP SELECTIONS

SPONSORSHIP LEVEL (Check One)

Diamond – \$200,000.00

Gol

ilver – \$55,000.00

Exhibitor – \$10,000.00

ADD-ON OPPORTUNITIES

Wi-Fi Sponsor - \$30,000

1 Sponsorship Available

- Company name will be added as the Wi-Fi passcode

Charging Station Sponsor - \$15,000

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:

GHAPP

PLEASE INCLUDE IN THE MEMO LINE:

GHAPP 22-01 GHAPP National Conference

MAIL TO:

GHAPP

c/o HBK CPAs and Consultants

100 Walnut Avenue, Suite 103

Clark, NJ 07066

ACH

Name on Bank Account: _____

Bank Account Number: _____

Bank Routing Number
(Domestic Payment): _____

Bank SWIFT Number
(Foreign Payment): _____

Bank Name: _____

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: _____

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To further discuss conference support opportunities, please contact:

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