



# **MICHIGAN GI SOCIETY**

**2<sup>ND</sup> ANNUAL CONFERENCE**

**AT THE GRAND TRAVERSE RESORT & SPA  
TRAVERSE CITY, MI**

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**JUNE 23-25, 2023**

# **SUPPORT PROSPECTUS**

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# ABOUT MIGI

*The Michigan GI Society*



The Michigan Gastrointestinal Society (MIGI) was founded in 2020 as a statewide membership organization available to gastroenterologists, certified registered nurse practitioners, physician assistants, nurses, and allied health professionals practicing gastroenterology, hepatology, and endoscopy. One of our goals is to connect gastroenterology providers, including clinicians, researchers, advanced practice providers, and allied health professionals, in order to facilitate the sharing of information among colleagues and to foster support and collegiality. MIGI also advocates for healthcare issues at the state and national levels on behalf of its members.

**INTERESTED  
IN BECOMING  
PART OF THE  
MIGI SOCIETY?**

**VISIT [MIGISOCIETY.ORG](https://migisociety.org)**



# 2023 MIGI OFFICERS

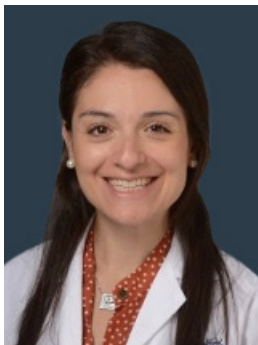


MIGI is a professional organization providing education, support, and advocacy for healthcare providers in Michigan. The objective of the conference is to provide a comprehensive educational update highlighting data and information from the major annual US conferences in gastroenterology and liver disease to its healthcare provider members. The MIGI annual conference will bring together gastroenterology providers including clinicians, researchers, advanced practice providers, and allied health professionals regionally.

For this conference, MIGI has assembled a world-class thought leader faculty led by MIGI's leadership: Eva Alsheik, MD; Jami Kinnucan, MD; and Laith Jamil, MD. The faculty are responsible for agenda development, data presentations, panel discussions, and interactive sessions. This makes the MIGI meeting a unique opportunity to interact with leaders in the field and see how they diagnose and treat complex disease states.

In addition to offering live meetings, MIGI posts all recorded lectures on its website, which are available for viewing at [www.migisocietymeeting.org](http://www.migisocietymeeting.org). Additionally, all slides presented are available for download.

## SOCIETY LEADERSHIP



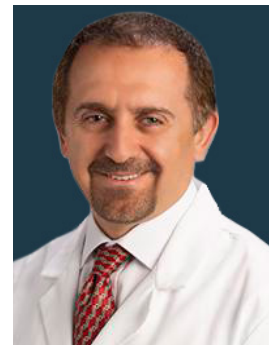
**EVA ALSHEIK, MD**

Director, Center for Motility Disorders  
Senior Staff, Division of Gastroenterology and Hepatology  
Henry Ford Health System  
Detroit, MI



**JAMI KINNUCAN, MD**

Society Co-Chair & MiGi Co-Founder  
Clinical Assistant Professor  
University of Michigan Health, Ann Arbor  
Ann Arbor, MI



**LAITH JAMIL, MD**

Society Chair  
Professor of Medicine, Oakland University  
Chief, Gastroenterology and Hepatology,  
William Beaumont School of Medicine  
Royal Oak, MI

# EDUCATIONAL OFFERINGS AT THE GI SOCIETY 2<sup>ND</sup> ANNUAL CONFERENCE



MIGI is pleased to offer a variety of educational offerings for multiple disciplines during the MIGI 2<sup>nd</sup> Annual Conference.

## SAMPLE AGENDA

**June 23-25, 2023**

\*All times listed in ET

### Friday, June 23, 2023

4:30 PM	Registration
5:45 PM	<b>Industry-Sponsored Event</b>
6:45 PM	Welcome Reception & Happy Hour

### Saturday, June 24, 2023

6:00 AM	<b>Breakfast/Registration/Exhibit Hall</b>
6:30 AM	<b>Industry-Sponsored Event</b>
7:15 AM	<b>Break/Exhibit Hall</b>
7:45 AM	Welcome and Introductions
8:00 AM	<b>Advanced Endoscopy</b> State of the Art Lecture Advanced Endo "Third Space Endoscopy: Science Fiction or Reality?"
8:25 AM	Updates from DDW: Advanced Endoscopy
8:50 AM	Panel Q&A: Advanced Endoscopy
9:10 AM	<b>Esophagus &amp; Stomach</b> Updates in Treatment of Barrett's Esophagus
9:35 AM	Updates from DDW: Esophagus & Stomach
10:00 AM	Panel Q&A: Esophagus & Stomach
10:20 AM	<b>Break/Exhibit Hall</b>
10:50 AM	<b>Inflammatory Bowel Disease (IBD)</b> Positioning Therapies in IBD and Pipeline Therapies
11:15 AM	Updates from DDW: IBD
11:40 AM	Panel Q&A: IBD
12:00 PM	<b>Lunch/Exhibit Hall</b>
12:30 PM	<b>Industry-Sponsored Event</b>

\*Agenda subject to change.

# EDUCATIONAL OFFERINGS AT THE GI SOCIETY 2<sup>ND</sup> ANNUAL CONFERENCE



## Saturday, June 24, 2023 (Continued)

### Afternoon Breakout Sessions

<b>Session A1: 1:15–1:45 PM</b> <i>IBD Challenging Cases</i>	<b>Session B1: 1:15–1:45 PM</b> <i>Advanced Endoscopy Challenging Cases</i>	<b>Session C1: 1:15–1:45 PM</b> <i>Complex Disorders of the Gut–Brain Interaction</i>
<b>Session A2: 1:45–2:15 PM</b> <i>IBD Challenging Cases</i>	<b>Session B2: 1:45–2:15 PM</b> <i>Advanced Endoscopy Challenging Cases</i>	<b>Session C: 1:45–2:15 PM</b> <i>Complex Disorders of the Gut Brain Interaction</i>

2:15 PM **Day 1 Adjourn**

6:00 PM **Michigan Fellows and APP Reception**

## Sunday, June 25, 2023

6:00 AM **Break/Registration / Exhibit Hall**

6:15 AM **Industry-Sponsored Event**

7:15 AM **Break/Exhibit Hall**

7:15 AM Women in GI Breakfast & Networking  
Women IBD Panel

7:45 AM Welcome and Introductions

8:00 AM **Hepatology**  
Updates in ESLD + Transplantation

8:25 AM Updates from DDW in Hepatology

8:50 AM Panel Q&A

9:10 AM **Functional GI**  
Culling the Wheat from the Chaff: An Evidence-Based Update on Diagnostic Testing in IBS

9:35 AM Updates from DDW: Functional GI Disorders

10:00 AM Panel Q&A: General

10:20 AM **Break/Exhibit Hall**

10:45 AM **General and Colon**  
Cannabinoids in GI: When Is There a Role?

11:10 AM Updates from DDW: Colon

11:35 AM Panel Q&A

11:55 AM Keynote: Virtually Better: VR as a New Clinical Tool in Gastroenterology

12:25 PM **Closing Remarks/Meeting Adjourn**



# 2023 SPONSORSHIP OPPORTUNITIES



The 2023 Michigan GI Society Conference offers different levels of sponsorship to support the needs of healthcare professionals who will attend the MIGI Conference. Each of these sponsorship offerings is designed to help enhance the quality of education available to attendees, while providing your organization with opportunities for exposure and recognition.

## **Important Deadlines**

**Initial Agreement:** Supporters expressing interest must commit in writing by completing the Sponsorship/Exhibit Form found on the last page 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 immediately. Please include a copy of the invoice and/or purchase order with payment.

Remit payment to:  
**Pace Medical Communications, Inc.**  
Attn: MIGI 2023  
7 Century Dr., Suite 104  
Parsippany, NJ 07054

# 2023 CONFERENCE

## SPONSORSHIP OPPORTUNITIES

**2023 MIGI Conference Dates**  
 Friday–Sunday, June 23–25, 2023  
 Grand Traverse Resort and Spa  
 100 Grand Traverse Village Blvd.  
 Traverse City, MI 49610

Benefits at the 2023 Michigan GI Society Inaugural Conference	Platinum \$90,000	Gold \$50,000	Silver \$7,500
<b>Acknowledgment and recognition</b> as a sponsor at the conference, on the MIGI website, and in related written communications. Your logo and name will be highlighted to all event attendees	✓	✓	✓
<b>Increased acknowledgement and recognition</b> on the conference website and materials	✓	✓	
<b>Complimentary conference registrations</b>	✓ Eight (8) registrations	✓ Six (6) registrations	✓ Two (2) registrations
<b>Live Industry-Sponsored event</b> <ul style="list-style-type: none"> <li>One (1) 45-minute time slot, inclusive of presentation and Q&amp;A</li> <li>Audiovisual equipment provided by the conference</li> <li>Speaker travel, honorarium, and Sunshine Act reporting (if applicable) will be the responsibility of the sponsoring company</li> <li>Limited time slots are available and will be assigned on a first-come, first-served basis</li> </ul>	✓		
<b>30-minute Industry Forum with select conference faculty</b> One (1) 30-minute clinical exchange session with up to 3–5 thought leaders in your area of interest. This session can be utilized to discuss anything related to your company and/or product	✓		
<b>Conference reception sponsor</b>	✓ Six (6) registrations	✓ Four (4) registrations	
<b>Faculty dinner sponsor</b>	✓ Two (2) registrations		
<b>Sponsor of the Michigan Fellows &amp; APP Reception</b>	✓ Four (4) registrations	✓ Two (2) registrations	
<b>Sponsorship of Women in GI Session</b>	✓ Six (6) registrations	✓ Two (2) registrations	
<b>Conference bag inserts</b>	✓ Two (2) inserts	✓ One (1) insert	
<b>Exhibit space</b>	✓ 12' table & four (4) chairs	✓ 6' table & two (2) chairs	✓ 6' table & two (2) chairs
A La Carte Opportunities	Price		
<b>WiFi sponsor</b> <i>(Available to Platinum level only)</i> <i>Password will be sponsor's choice. One sponsorship opportunity available.</i>	\$10,000		



# 2023 MIGI SPONSORSHIP & EXHIBIT FORM



## CONFERENCE ORGANIZER

For the purpose of this document, PACE Medical Communications, the Michigan GI Society, and the 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 is 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. 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 Friday, June 23, 2023, at 4:30 PM ET. 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 healthcare professionals 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 May 19, 2023. With the 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) that may arise as a result of a 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 exhibit locations 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 contacted via e-mail with the Exhibitor Kit.

## CONFERENCE FACULTY AND ATTENDEE DATA

The Conference Organizer, its affiliates, and 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 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 request.

## INSURANCE FOR EXHIBIT ITEMS

The Exhibitor assumes all risk and financial responsibility for the loss or damage of its personal property during or related in any way/form to the conference. The Exhibitor further acknowledges that it is responsible for insuring its 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 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 above 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

## SPONSORSHIP SELECTIONS

### SPONSORSHIP LEVEL (Check One)

Platinum – \$90,000.00

Gold – \$50,000.00

Silver – \$7,500.00

### A LA CARTE OPPORTUNITIES

*Available to Platinum sponsor only.*

*Password will be sponsor's choice. One Sponsorship Opportunity Available.*

WiFi sponsor – \$10,000.00

### INDUSTRY-SPONSORED EVENT SELECTION

*Available to Platinum sponsors; select preferred time slot below:*

Friday, June 23, 2023

Dinner

Saturday, June 24, 2023

Breakfast

Lunch

Sunday, June 25, 2023

Breakfast

To further discuss conference support opportunities, please contact:  
**Pablo Gabella**  
Executive Director Business Development  
(323) 314-1427  
sponsorships@taggrp.com

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

**SPONSORSHIP NOTES:**

## PAYMENT METHODS

### CHECK

*Upon submission, 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:

Pace Medical Communications, Inc.

### PLEASE INCLUDE IN THE MEMO LINE:

MIGI-23-01

### MAIL TO:

PACE Medical Communications

7 Century Dr., Suite 104

Parsippany, NJ 07054

### ACH or WIRE

Please email [accounting@pacemedcom.com](mailto:accounting@pacemedcom.com) to request Tactical Advantage Group 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.*