



JULY 25-27, 2024
HYATT REGENCY ATLANTA
ATLANTA, GA

EXHIBIT AND SPONSORSHIP PROSPECTUS





LONDON WILLS, PH.D., JANSSEN

"COGI really is set up to serve a very unique purpose and it does it extremely well..."

[VIEW TESTIMONIALS](#)



In 2023, Color of Crohn's and Chronic Illness (now Color of Gastrointestinal Illnesses) successfully transitioned our Equity in IBD patient conference to Equity in GI. IBD intersects with many other diseases, like stomach and colon cancer, when under diagnosed and mis-treated. And understanding the landscape through partnership pushes our quest for equity further along, faster. We need all stakeholders in this ecosystem to stop and assess the change we must see and how to create it for the sake of Black and Brown patients. Through funding, education, engagement, community, and calls to action, our partners are very important pieces to the puzzle that will shift patient care and their quality of life.

Continuing our theme, G.R.E.A.M., after a well known hip hop song C.R.E.A.M by Wu-Tang Clan, we're charging forward in our continued effort to merge our culture with GI Health. G.R.E.A.M., which means "Gastro Rules Everything Around Me", truly shows how gut health contributes to our daily experiences in life, good and complicated. Come along for the ride as we continue to bridge the gap between IBD and other GI related diseases, chronic illness, and health equity.

2023 Mainstage Sessions and Breakout Track Titles

Mainstage Sessions

- Crohn's, Ulcerative Colitis, and The Indeterminate
- From IBD to CRC, Why Me? Understanding the Pathway
- Equity in Digestive Health
- You Are What You Eat! Nutrition is the Mission
- Investigating for Change: Research

Breakout Tracks

- Patient Awareness and Advocacy
- Provider Perspectives in Care
- Access and Resources in GI

Interested in our call for sessions?

Please contact The COGI Team at info@colorofgi.org for more information.

Color of Gastrointestinal Illnesses

9103 Woodmore Center Dr., Suite 2004
Glenarden, MD 20706

SPONSORSHIP AND PROMO OPPS:

Marilyn Sawyer, CEM

Director, Events & Communications

marilyn@colorofgi.org

EXHIBITS:

Nakia Thomas

Manager, Events

nakia@colorofgi.org

ATTENDEE STATS:



250+

Attendees



3

Countries



29

U.S. States Represented



40+

Speakers



14

Exhibitors

Types: Advocacy, Non-Profit, Pharma, Medical Devices/Manufacturers, etc.

REGISTRATION TYPES

41%
Members
(Patients and Care Partners)

31%
Industry

11%
Non-Members

17%
Providers





EXHIBIT OPPORTUNITIES

Because attendees engage and learn in different ways, we encourage exhibitors to create interactive learning spaces or ways to spark dialogue.

FLOOR PLAN

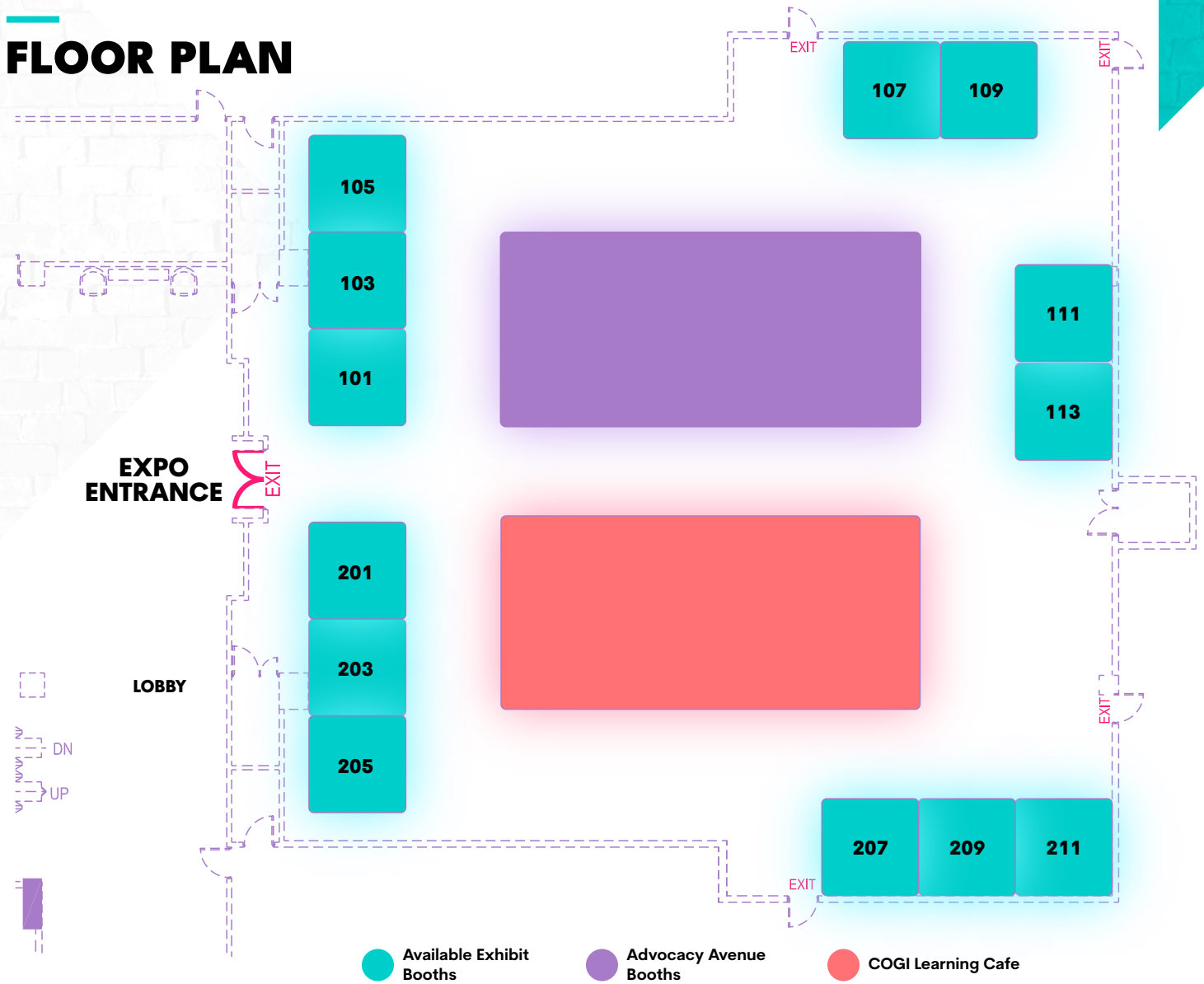


Exhibit Floor Plan

10x10 Exhibit Booth: \$3,200

Includes 100 sf of exhibit space, GEM Structure (8'h backwall and 3'h sidewalls), and Graphic Header. GEM Structure does not include graphics.

Exhibit Set Up Hours

Thursday, 7/25: 9:00 AM – 6:00 PM

Exhibit Hall Hours

Friday, 7/26: 11:00 AM – 5:30 PM

Saturday, 7/27: 11:00 AM – 3:30 PM

Exhibit Breakdown Hours

Saturday, 7/27: 3:30 PM – 7:00 PM

Exhibit Features:

COGI Learning Cafe

COGI Bodega

Advocacy Avenue Pavilion

The Block is Hot Patient Posters

Please contact Nakia Thomas at nakia@colorofgi.org for more information on exhibiting.



SPONSORSHIP & PROMOTIONAL OPPORTUNITIES



Standard Sponsor Recognition

All Equity in GI Event Sponsors are guaranteed to receive the following recognition if secured by Friday, May 3, 2024.



**IN PROGRAM
BOOK**



**ON VIRTUAL
PLATFORM**



**ON EVENT
SIGNAGE**

GENERAL SPONSORSHIPS

Presenting Sponsor

\$75,000

"Powered By" Three (3) Available.

The Plug is the ultimate connection. Urban Dictionary describes it as "The Plug is a term used to describe someone who is a resource for obtaining something valuable that would otherwise be difficult to obtain." We want to ensure that we are culturally compliant, using terms and lingo that feel relatable and welcoming to the community that we serve, providing them with a seat at the table that doesn't connote tokenism, but belonging. In that regard, we are coining this sponsorship as the power behind this signature event. Your commitment will provide the power to move this community forward, therefore, #EquityInGI will be powered by a health equity shifter - and that is you!

- Opportunity to have a representative speak at 1 of 3 available mainstage slots
- Sponsor of the Advocacy Avenue pavilion in the "Health Equity Expo". A pavilion that will host patient advocacy groups for patients, caregivers, and physicians looking for more information on impact areas, policies, and support.
- Includes nomination of up to five (5) patient advocacy groups to receive invitations to participate in expo space
- *Limited availability in the live pavilion, first come first serve
- *new* Includes "The Block is Hot: Patient Posters"
- *new* Opportunity to host one (1) "Soul Food" Lunch Session. A new opportunity to host a lunch and learn session prior to breakout sessions. There will be up to 4 lunch sessions per day.

- **new** Sponsor recognition in continuous break area with attendee access to digital literature and resources.
- Opportunity to host one (1) 60-minute virtual networking roundtable discussion
- **new** One (1) page patient centered sponsor spotlight in program book
- Up to ten (10) Equity in GI Registrations (Live or Virtual)
- One (1) Complimentary Symposium Bag Insert
- Recognition as the Presenting Sponsor "Powered By" on event marketing communications, promotional materials and website
- Live/Virtual Event Signage Recognition
- One (1) Sponsor Spotlight Opportunity in an event marketing email
- Additional marketing and communications features across COCCI platforms, promotions, and social media

Equity Architect Sponsor **\$50,000**

Five (5) Available.

- **new** Opportunity to host one (1) "Soul Food" Lunch Session. A new opportunity to host a lunch and learn session prior to breakout sessions. There will be up to 4 lunch sessions per day.
- Opportunity to host one (1) 60-minute virtual networking roundtable discussion
- Elevated recognition as an "Equity Architect" Sponsor, including in-person, digital, and virtual platform signage
- Up to eight (8) Equity in GI Registrations (Live or Virtual)
- One (1) Complimentary Symposium Bag Insert
- **new** One (1) page patient centered sponsor spotlight in program book
- One (1) Sponsor Spotlight Opportunity in an event marketing email
- Recognition as an "Equity Architect" Sponsor on event marketing communications, promotional materials and website
- Additional marketing and communications features across COGI platforms, promotions, and social media

Live Roundtable

\$15,000

Presenting and Architect Levels ONLY.

Five Roundtables (5) Available. First come, first serve.

- Opportunity to host a ninety (90) mins – invite only – Networking Roundtable Discussion

Equity Collaborator Sponsor **\$30,000**

Up to Six (6) Equity in GI Registrations (Live or Virtual)

- Opportunity to host one (1) fifteen-minute micro-session in the COGI Learning Café
- Up to Six (6) Equity in GI Registrations (Live or Virtual)
- **new** One (1) half-page patient centered sponsor spotlight in program book
- Recognition as an "Equity Collaborator" Sponsor on event marketing communications, promotional materials and website
- Opportunity to author one (1) blog post to be featured in The Chronicly
- One (1) Complimentary Symposium Bag Insert
- Additional marketing and communications features across COGI platforms, promotions, and social media

Equity Contributor Sponsor **\$20,000**

Up to Four (4) Equity in GI Registrations (Live or Virtual)

- Opportunity to host one (1) fifteen-minute micro-session in the COGI Learning Café
- One (1) Complimentary Symposium Bag Insert
- Recognition as an "Equity Contributor" Sponsor on event marketing communications, promotional materials and website
- Additional marketing and communications features across COGI platforms, promotions, and social media.

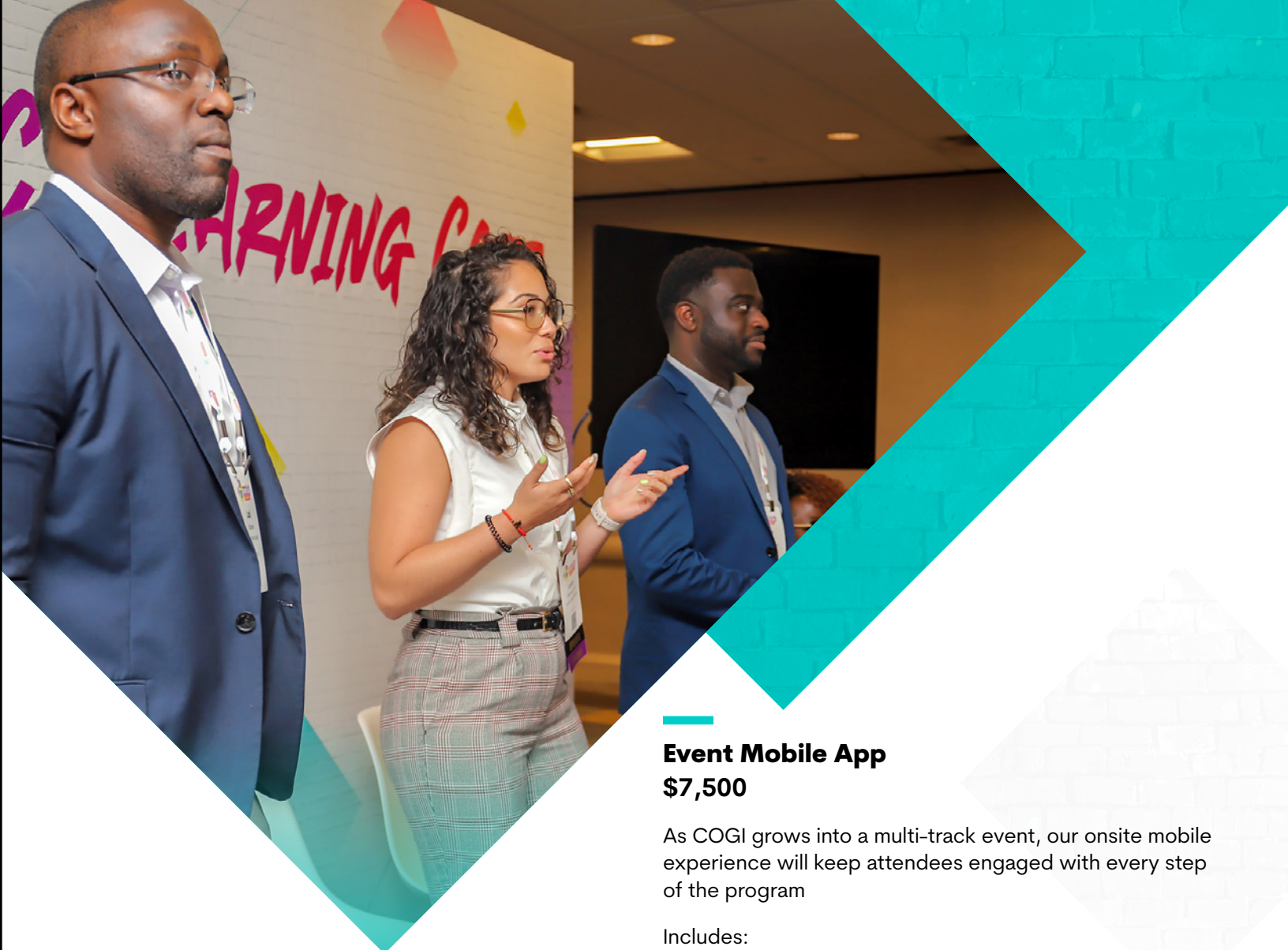
ATTENDEE EXPERIENCE

Registration Experience \$25,000

This sponsorship upgrades the attendee experience, offering them a streamlined process from online to onsite.

Includes:

- Logo on attendee lanyards
- Logo on attendee bags
- One (1) bag insert
- Registration sponsor recognition and link to website on all event emails.
- Sponsor Recognition on registration page



Attendee Hotel Keycards

Must be sold by Monday, June 24, 2024 to fulfill.

\$3,000

Use this opportunity as a direct touchpoint to over 150 Equity in GI attendees traveling to this event.

Symposium Wi-Fi

\$5,000

Share your newest venture to attendees as they access our WiFi throughout the event space.

Includes:

- Splash Page
- Sponsor recognition on all WiFi signage

Event Mobile App

\$7,500

As COGI grows into a multi-track event, our onsite mobile experience will keep attendees engaged with every step of the program

Includes:

- Elevated Sponsor recognition on app with link to website
- One (1) email banner to be used in pre-event mobile app emails.
- One (1) personalized app notification to attendees

Virtual Session Experience

\$15,000

They may not be able to attend in person, but this year we want anyone in the virtual registrant space to still get a taste of what COGI has to offer attendees.

Includes:

- Access to Mainstage Sessions
- Access to Breakout Sessions
- Access to Morning Trap Yoga

NETWORKING OPPORTUNITIES

Health is Wealth Wellness Lounge **\$20,000**

Provide attendees the opportunity to break away from their daily responsibilities with a little relaxation, access to healthy drinks, and exercise.

Includes:

- Massage Chair activations, a yoga session, meditation sessions, mental health chats, and more!
- Smoothie Bar
- One (1) banner ad in a pre-event marketing email
- One (1) post event email to attendees that participated in lounge activities.



The Cookout
\$75,000

Up to 3 co-sponsors.

Our biggest reception, The Cookout is a chance for attendees to gather in a family reunion inspired experience. There's plenty of laughter, dancing, games for adults and kids, and food trucks displaying all kinds of IBD centered foods. Eating can become complicated when diagnosed with a digestive disease. The Cookout allows patients and their families to enjoy a night of healthy tasty foods amongst friends, and peers.

Includes:

- Up to four (4) tickets for Additional colleagues, partners, etc. to join for a night of fun
- Sponsor branding on interactive spaces
- Sponsor recognition at event
- Sponsor recognition on shuttle buses
- Dedicated sponsor seating area
- Sponsor recognition on website
- Sponsor recognition on The Cookout Emails

PROMOTIONAL OPPORTUNITIES

Window Clings
\$2,500

(Registration/Lobby Level) 2 opportunities.

Escalator Cling
\$3,500

(Registration/Lobby Level) 1 opportunity.

Column Cling 60
\$5,000

(Main Stage Level)

Column Cling 62
\$5,000

(Main Stage Level)

Floor Clings
\$1,500

(Lobby or Breakout levels)

EXHIBIT RULES & REGULATIONS

AS OF JANUARY 26, 2024

Conditions and Rules

It is understood that the following terms, conditions, and rules (hereinafter, "COGI Exhibit Rules and Regulations" or "COGI EXH R&R") are agreed to as part of the contract between the Color of Gastrointestinal Illnesses, hereinafter referred to as "Show Management" or "COGI", and those who purchase exhibit space ("Exhibitor") in the COGI Equity in GI: Health Equity Expo ("Exhibition"). Show Management shall have the authority to interpret and enforce the COGI EXH R&R. All matters not covered by the COGI EXH R&R are subject to the discretion of Show Management. All decisions so made shall be as binding on all parties as the original COGI EXH R&R. The Exhibitor or its representative is responsible for familiarizing herself or himself with all the COGI EXH R&R. The Exhibitor or its representative who fails to observe the conditions, terms, or rules of the contract may be excluded from the Exhibition without refund.

General Terms and Conditions

COGI reserves the right to take the following actions at any time prior to or during the Exhibition and at its sole discretion: (1) terminate this agreement or decline space to an Exhibitor for any reason based on adverse conduct of the Exhibitor (including but not limited to Exhibitor conduct, or use, promotion and/or distribution of material(s) and/or content, that is objectionable to COGI or is not consistent with COGI's bylaws, the COGI EXH R&R, or mission); (2) prohibit any exhibit, or part thereof, that violates this agreement or is, in any other way, not suitable for, or not in keeping with the character and spirit of, the Exhibition; (3) close any exhibit that is determined by Show Management to be too loud or disruptive and/or to disturb other exhibits because of, among other things, point of purchase sales, material content, or method of operation; and/or (4) refuse to permit an Exhibitor who violates this agreement to participate in one or more future COGI Expos.

Terms of Payment

Upon COGI's receipt of the Equity in GI: Health Equity Expo Exhibit Space Application and Contract ("ESA&C"), the Logistics Contact will receive an email confirmation notice with an invoice and payment instructions.

Fees

Cost per square foot = \$32. Minimum booth size: 100 square feet. Two (2) Exhibitor Booth Personnel registrations per 100 square feet are included with your exhibit space.

Payment Schedule

A minimum payment of 50% of the exhibit space is due once the exhibit space is approved. The remaining balance (50%) is due on or before January 31, 2024. All applications submitted on February 1, 2024 and after will require a full payment of the exhibit space fee upon receipt of the invoice.

Cancellation Policy

Cancellations must be received in writing from the Logistics Contact on file. Exhibitor is liable for: a) 50% of the total space cost if cancellation is made more than 30 days after contract signing or by January 31, 2024; b) 100% of the total space cost if cancellation is made after April 5, 2024. After April 5, 2024, there will be no refunds issued for exhibit space cancellation. The Exhibitor will be obligated to pay the total rental cost of the exhibit space as outlined.

Occupancy by Exhibitor

It is further agreed that actual occupancy of the space reserved by the Exhibitor is important. If the Exhibitor does not occupy the space by 8:00 am on July 26, 2024, or does not immediately remedy the situation, all rights of the Exhibitor will be revoked. All exhibits/displays must remain staffed and fully intact through the exhibit hall hours.

Amendments

Show Management may amend the COGI EXH R&R at any time upon prior written notice to Exhibitor, and all such amendments so made shall be binding on Exhibitors as if they were the original COGI EXH R&R.

Disputes

Any and all disputes with respect to the COGI EXH R&R must be taken up with Show Management. This agreement shall be governed and construed in accordance with the laws of the Maryland, exclusive of any conflict-of-law provisions, and Exhibitor hereby submits to the jurisdiction of the courts within the Maryland, for proceedings related to this agreement.

Force Majeure

If there is an Act of God, Pandemic, or said premises are destroyed by fire or the elements, or by any other cause, or in the case of government intervention or regulation, military activity, strikes, or any other circumstances that make it impossible or inadvisable for COGI to hold the Expo or portion at the time and place herein provided, this agreement shall terminate, and Exhibitor shall and does hereby waive any claim for property or other damages or compensation, and there shall be no further liability on the part of either party.

Liability and Insurance

Show Management, the Hotel and their officers, directors, agents, employees, or representatives (hereafter referred to as the indemnitees) shall not be responsible for any injury, loss or damage that may occur to the Exhibitor, or to the Exhibitor's employees or property, prior, during or subsequent to the period covered by this agreement unless directly attributable to indemnitees' gross negligence or willful misconduct. To the extent permitted by law, the Exhibitor, on signing this contract, expressly agrees to indemnify same against any and all claims for such loss, damage, or injury. The Exhibitor also agrees to indemnify the indemnitees from any and all liability, costs or damages arising out of or relating to acts or omissions of the Exhibitor, its agents or employees including any security personnel hired directly by the Exhibitor pursuant to the procedures enumerated below. Exhibitors shall obtain, at their own expense, for the duration of the term of the installation and use of the exhibit premise, Comprehensive General Liability Insurance (CGL) in an amount, not less than one million dollars (\$1,000,000.00), specifically naming COGI and the Event Hotel as additional insureds. Evidence of insurance shall be made to COGI upon written request. Exhibitors also are recommended to obtain insurance policies covering the transporting of their booth materials, equipment, or both from their home base to the Expo and return.

Liability and Insurance cont.

As a courtesy, Watchman service will be contracted on a 24- hour basis for the duration of the Exhibition. Exhibitors desiring special security precautions should arrange for private guard service, if desired, or should make arrangements to have locked facilities available in their booth for the storage of display materials or products. In no event shall Show Management or any of its officers, directors, agents or employees be liable to Exhibitors for any amount beyond the booth rental fee actually paid by the Exhibitor to Show Management with respect to which or in connection with which liability is asserted for any indirect, incidental, consequential or other damages (including but not limited to claims for lost profits) arising out of or relating to an Exhibition event, the rental of booth space, the conduct of Show Management, any breach of contract, or any other act, omission or occurrence.

Damage of Property

Exhibitors are liable for any damage caused to exhibition building, floors, walls, columns, standard booth equipment or other Exhibitors' property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns, walls, floors, or other parts of the building, or to standard booth equipment.

Compliance with the Law

Exhibitors, exhibits, and exhibit materials and displays shall be at all times in compliance with all applicable federal, state and local laws, codes and regulations.

Use of COGI Name

The use or display in any manner or medium of Color of Gastrointestinal Illnesses' or event name, logo, acronym (COGI), marks or copyrighted materials is not permitted, and no reference, implication or use of such COGI name, logo, acronym, marks, or copyrighted materials may be made to claim or imply COGI endorsement, affiliation or approval of any product, service, or program without the express, prior written consent of COGI.

Official Contractors

In the best interest of the Exhibitors, Show Management has appointed various Official Service Contractors for such services as material handling, furniture rental, booth and floral decorations, signs, photographs, drinking water, skilled labor or any other service deemed necessary ("Official Service Contractors").

Exhibitor Appointed Contractors

Exhibitors utilizing the services of any contractor other than those appointed by Show Management must obtain permission from Show Management. These companies include, but are not limited to, any installation and dismantling company, sound and lighting firms, production or promotion firms, or any person or firm providing direct services to the exhibitors. Permission to use an Exhibitor Appointed Contractor cannot be given for utilities or material handling services. In addition, Exhibitor Appointed Contractors are required to provide a Certificate of Liability Insurance with minimum liability coverage of one million dollars (\$1,000,000.00). Notice of intent to use an Exhibitor Appointed Contractor must be submitted to Show Management by email accompanied by the insurance certificate no less than 30 days before the first official day of exhibiting. In addition, the contractor must: (1) submit a list of the names of all company representatives working in the exhibit area; (2) adhere to all Exhibitor move-in and move-out hours and regulations; (3) check in at Registration upon arrival to redeem the proper credentials to access the expo; (4) abstain from soliciting business from Exhibitors on-site or during the Expo, (5) agree to abide by all COGI EXH R&R and instructions provided to the Exhibitor; and (6) cooperate with the Official Service Contractor and not interfere with that timely construction of the Exhibition.

Registration and Admission

Instructions to be used for online registration will be sent to Logistics Contact once registration has opened. Admission to the Exhibition will be by official badge obtained upon registration, entitling the wearer to attendance in accordance with admission policies. The badge is not transferable. Show Management shall

have sole authority over admission policies at all times. After opening day, if for any reason a properly badged Exhibitor or representative desires to enter the exhibit area in advance of the prescribed time, or after closing hours, a request specifying the reason and giving all names of persons who will enter the exhibit area in accordance with such request shall be presented to Show Management for approval. Exhibitors receiving approval will be required to have an official security representative escort the group to the designated booth. All costs associated with admission during nonofficial hours, including but not limited to security, will be the responsibility of the Exhibitor. Show Management reserves the right to refuse admission or eject from the exhibition any person whose conduct is disorderly or unbecoming. The license granted by admission to the exhibition may be terminated by tendering to the attendee the purchase price of admission to the exhibition.

Age Requirements

In the interest of safety and injury prevention, anyone under 18 years of age (infants included) will not be permitted in the exhibit hall during move-in and move-out (and the Hotel may have more stringent age requirements, which Show Management will honor); and anyone under 18 years of age will not be permitted in the expo space during the expo without parental supervision.

Show Management reserves the right to require proof of age prior to admission to the Exhibition.

Unoccupied Space

Show Management reserves the right to rent an exhibit space to any other Exhibitor or use said space for such purposes as it may see fit without any liability on its part should the Exhibitor's space remain unoccupied at 8:00 am on July 26, 2024 or should the Exhibitor fail to make payment in full by the specified date in the contract or space rental invoice. This clause shall not be construed as affecting the obligation of the Exhibitor to pay the full amount specified in the space rental invoice.

Point of Purchase

Sales Exhibitors are limited to taking only orders for products and services. Transactions that involve any exchange of money, product, or service on-site are not permitted by Exhibitors. Failure to comply with this regulation will result in dismissal from the exhibit hall without any refund.

Early Dismantling

Dismantling or removing an exhibit or materials before the official closing of the show is prohibited. Show Management and the Official Show Contractor are responsible for maintaining all in-and-out traffic schedules at the expo site and handling the move-in and move-out of all Exhibitors' materials and equipment.

Show Management and the Official Show Contractor will also maintain control and have priority at the loading areas at all times. All shipments must be prepaid. Failure to comply will result in the Exhibitor at fault being barred from future COGI expos.

Relocation of Exhibits

Show Management reserves the right to alter locations of exhibits as shown on the official floor plan, if advisable and in the best interests of the Exhibition as determined by Show Management in its sole discretion.

Space Restrictions

Aisles and other spaces in the Hotel not leased to Exhibitors shall be under the control of Show Management. All displays, interviews, conferences, distribution of literature, lectures, audience seating/standing, and the appropriate transaction of business shall be made WITHIN the space contracted. Temporary booth personnel shall be restricted to the same aforementioned rules as authorized Exhibitor personnel.

Soliciting/Demonstrating

Exhibits must be confined to the exact space allocated. Circulars, publications, advertising matter and all kinds of promotional giveaways must be distributed only within booth spaces. Nothing can be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Signs, rails, etc., will not be permitted to intrude into or over aisles. Canvassing, exhibiting or distributing advertising material outside the designated exhibit area is prohibited. Soliciting or demonstrating by an Exhibitor must be confined to the Exhibitor's own booth. Distribution of the Exhibitor's printed advertisements must be done within the Exhibitor's own space. Persons who are not Exhibitors are prohibited from any detailing, exhibiting, or soliciting within the Hotel. Exhibits, displays or advertising material of any kind will not be allowed in the Hotel rooms or hallways unless pre-approved by Show Management. Failure to comply with this regulation can result in dismissal from the expo.

Access for Persons with Disabilities

Show Management works to provide an accessible Exhibition for all attendees with disabilities and believes that persons with disabilities should be given the opportunity to participate and interact to the fullest extent possible. Show Management encourages all Exhibitors to make their booth accessible to people with disabilities.

Noise and Offensive Odors

Exhibitors will take every reasonable precaution to minimize the noise of operating exhibits. Each exhibit will be operated in a dignified manner so as not to constitute an annoyance to adjoining Exhibitors. Exhibitors wishing to distribute food and/or beverages must obtain prior

written permission from Show Management. All approvals are subject to the use of exclusive inhouse catering vendors when required. Show Management shall have the sole authority in determining the application of this regulation. Any speakers and other sound devices should be positioned as to direct sound into the booth rather than into the aisle. Rule of thumb: sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth.

Photography

Photographing booths is limited to candid shots only of your own booth. Photographing other exhibits and booths is by permission only. Exhibitors and photographers shall not disrupt visitor traffic by clearing booths or aisles for photography during the regular Exhibition hours.

Booth Units, Identification, Carpeting, Draperies

An identification sign is provided for all booths. Carpeting is not required since the expo is already carpeted.

Fire, Safety and Health

The Exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment or otherwise relating to the Exhibitor or his/her booth. Furthermore, all exhibit materials and equipment must be located within the booth and protected by safety guards and devices, where necessary, to prevent personal accident or injury to spectators or to other exhibitors. Only fireproof materials will be used in displays, and the necessary fire precautions will be a responsibility of the Exhibitor. Hazards, and or hazardous equipment with sharp or protruding edges posing a potential danger to attendees and/or exhibit personnel, at whatever level, must have protective covering and/or be flagged. No firearms of any nature may be brought into the Hotel.

Color of Gastrointestinal Illnesses (COGI) is committed to creating a safe event for all attendees at the 2024 Equity in GI Patient Symposium. COGI will follow all governing protocols, including local and state guidelines, and CDC recommendations, concerning COVID-19 safety. Communication plans are in place, and all registrants will be notified of attendance requirements and changes as the event approaches. Please regularly check the Equity in GI Health and Safety page for continual updates.

