



AMERICAN FOREGUT
SOCIETY



#BetterTogether

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#BETTERTOGETHER

2025 PROSPECTUS

Sept 11-14, 2025 | Gaylord Texan



AFS and UGIRA are #BetterTogether!

For 2025 at the Gaylord Texan in Dallas, Texas, we are bringing together world class experts in the field of Foregut!

AFS will meet Thursday, Friday, and Saturday; there will be AFS/UGIRA collaborative sessions on Saturday afternoon, and UGIRA will meet all day Sunday. This provides 4 days of exhibit time to attendees that are focused in the foregut space; we anticipate ~800 attendees.



The American Foregut Society was created 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 will culminate in the development of benchmarks for excellence, while also establishing specialty-specific training programs that ultimately translate into 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 facilitate connections and collaboration across the specialty.

At the American Foregut Society, our vision is to advocate for personalized treatment strategies for patients with foregut disease through a collaborative, multidisciplinary partnership. Our founding members aimed to create a society where key opinion leaders (KOLs) and industry experts working directly in the field could unite. Joining the American Foregut Society offers unique collaboration and learning opportunities centered on foregut diseases. No other American society offers such an in-depth exploration of foregut disease from so many perspectives. For those seeking a world-class membership, the American Foregut Society provides unparalleled education and collaboration opportunities.

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

REACH CLINICIANS: The AFS membership is growing rapidly and consists of clinicians in multiple specialties that have focused their energy on the diagnosis and treatment of foregut diseases. We are over 800 strong and continuing to grow!

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. We can also customize your sponsorship to meet your specific needs.

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The primary aim of **UGIRA** is to facilitate the effective implementation and advancement of robotic esophageal and gastric surgery worldwide.

The current key focuses of UGIRA are:

To form effective training programs that involve proctoring by experienced surgeons.

To safely implement esophageal and gastric robotic surgery, training pathways that involve proctoring should be followed. The society will serve as the core platform to establish these training pathways and to appoint proctors in all continents.

To perform international studies through a web-based registry.

International registries for robot-assisted minimally invasive esophagectomy (RAMIE) and gastrectomy (RAMIG) were previously established to enable collaborative research that focuses on robotic elements of esophagogastric surgery.

To establish standardized guidelines for robotic esophageal and gastric surgical procedures.

The approach to robotic esophageal and gastric surgical procedures should be standardized by formulating step-by-step guidelines. These guidelines will encompass robotic surgery for both benign (i.e. hiatal hernia, fundoplication) and malignant disease (i.e. esophageal and gastric cancer), with the exception of bariatric procedures.

	SPONSOR LEVEL		
	PLATINUM	GOLD	SILVER
***All Sponsorships include pre-meeting registration list	\$75,000	\$50,000	\$25,000
Booth (includes 6' table, 2 chairs, waste basket)	10 x 20	10 x 10 Choose location	10 x 10
Board zoom encounter (30 minute zoom meeting with 5-7 board members during the year)	✓		
AFS Executive Leadership encounter (30 minute zoom with AFS executive leadership during the year)	✓	✓	
Sponsorship recognized in member welcome/dues renewal email	✓	✓	✓
Sponsorship recognized in monthly newsletters	✓	✓	✓
Company logo on AFS meeting page with hyperlink	✓	✓	✓
Digital Marketing Package	✓	✓	✓
Logo on sponsorship page of meeting app	✓	✓	✓
Number of registrations to AFS meeting (Additional registrations discounted to member rate)	10	8	5
Number of AFS annual memberships (includes access to Foregut Journal)	10	8	5
Additional Benefits		Choose 3	Choose 2
5 additional meeting registrations	✓		
Monthly calls with AFS Executive Director	✓		
Board encounter (30 minute meeting with 5-7 board members at AFS meeting)	✓		
One push notification during meeting	✓		
Lead retrieval/passport contest (QR codes on attendee name badge)	✓		
Whova app benefits		Choose 3	Choose 2
Logo on web app log in page (rotating banner)	✓		
Logo on app surveys (rotating banner)	✓		
Outreach Campaign: Through the app send announcements, invitations, messages to registrants before during and after the meeting.	✓		
1:1 meeting scheduling: Arrange time through the Whova app to meet 1:1 with attendees.	✓		



BENEFIT	COST
We sold out of exhibit space in 2024, so confirm your space before we sell out!	Includes both AFS and UGIRA meetings
6' table	\$3,500
6' table choice of location **based on availability	\$4,500
10x10 **limited first come first serve	\$7,500 (included in Gold/Silver Sponsorship)
10x20 **limited; first come first serve	See Sponsorships

ALL EXHIBITS INCLUDE:

Company logo noted on exhibit support banner, AFS website, and meeting app

Company listed as exhibitor in meeting app (Whova)

44 x 7" identification sign with name and booth number

8' draped back wall and 3' draped side wall where applicable

2 full registrations; discounted additional registrations

*full registrations includes non industry meals, meeting reception, and attendance to all sessions

Exhibit space is confirmed when full payment is received



Registration

Signage at registration desk (<i>single sponsor</i>)	\$5,000
Logo on pre-event email sent to registrants (<i>limited availability</i>)	\$2,500
Printed flyer available at registration desk (<i>single sponsor, 1 page</i>)	\$5,000

Whova Meeting App

1 in-app push notification during meeting; Whova announcement	\$1,000
Lead retrieval and participation in passport contest (<i>Whova app</i>)	\$1,000
One pre-meeting email to registrants (<i>sent by AFS</i>)	\$5,000

Print Opportunities

Logo on conference bag (<i>plus cost of bag, production, and shipping</i>) single sponsorship	\$12,500
Bag inserts (<i>one double sided 8.5"x11</i>) includes digital insert in app	\$1,000
Be one of two sponsors with logo on name tags (4x6 name badges)	\$10,000
Lanyards: Have your logo worn by all attendees (<i>plus cost of lanyard, production, shipping</i>)	\$7,500
Hotel key cards (<i>sponsor + production cost</i>)	\$7,500
Printed flyer available at registration desk (<i>single sponsor, 1 page</i>)	\$5,000

Product Theater

90 minutes. Includes basic AV, room, pre-registration, meal chosen by AFS; does not include alcohol. Up to 75 people (*limited availability*)

Lunch	\$20,000
Dinner	\$25,000
Dessert	\$15,000

Petite Meal and Learn (up to 25 people; limited availability)

**90 minutes. Includes basic AV, room, meal chosen by AFS; does not include alcohol.
Up to 25 people (limited availability)**

Breakfast	\$5,000
Lunch	\$6,500
Dinner	\$8,000
Dessert	\$6,000

Women of The Foregut (WoTF)

WoTF Dinner, single sponsor	\$25,000
WoTF Coffee Talk, multiple sponsor opportunities	\$7,500

Reception

Faculty reception sponsor (limited availability). Be one of the few industry partners in the room with the faculty Wednesday evening.	\$15,000
Saturday reception at Glass Cactus sponsor. Have an assigned table with sign to gather and meet registrants.	\$2,500

Additional Opportunities

WiFi Sponsor: Logo on landing page; customize wifi name and password (single sponsor)	\$15,000
E-poster Sponsorship: Banner on top of log in page, all pages in submission process; signage in poster area (limited availability)	\$3,500
Housing Sponsor: logo on landing page for housing website hotel room registration and confirmation emails.	\$7,500
Logo on new member/dues renewal email for the year (limited availability)	\$2,500
Fellows course sponsorship (Pricing depends on depth and breadth of project)	TBD
KOL encounter at meeting AFS will arrange 5-7 KOLs for 30 minutes meeting at the AFS meeting (limited availability)	\$7,500
Board Encounter at Meeting: Meet with 4-5 board members for 30 minutes at the AFS meeting (limited availability)	\$10,000

Continue to interact with foregut providers throughout the year

Webinars – 1 hour, AFS run, recorded

CME- AFS to provide appropriate CME credits to attendees	\$20,000
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No CME	\$15,000
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AFS Podcast

Single podcast event (20 minute show) on AFS channel	\$10,000
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Additional Opportunities

Member survey	\$15,000
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Quarterly calls with AFS executive leadership (1 year, limited availability)	\$7,500
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Digital Marketing Package – (limited availability) package is per 12 months

\$10,000

Logo on website (hyperlink included)

1 Industry Spotlight in newsletter (100 words)

2 Industry Announcements in newsletter (50 words each)

1 eblast per year to AFS membership – verbiage/eblast sent by AFS to members and has to be reviewed/approved

Monthly social media posts across all platforms

Reposts of industry posted social media

Listing of educational offerings on AFS website

White paper publication

Pricing based on depth and breadth of project; please contact us for details

Other publications

Pricing based on depth and breadth of project; please contact us for details

KOL encounter – AFS will arrange a 45 minute Zoom meeting with KOLs in the field to meet with you and share their thoughts

Pricing based on depth and breadth of project; please contact us for details

Board encounter during the year – 45 minute zoom with up to 5 members of the AFS board

Pricing based on depth and breadth of project; please contact us for details

Fellows course sponsorship

Pricing based on depth and breadth of project; please contact us for details

Ad Hoc MAB- need feedback on a device or project? AFS will provide time with experts in the field to get the feedback you need

Pricing based on depth and breadth of project; please contact us for details

Mentorship program development

Pricing based on depth and breadth of project; please contact us for details

Custom project – We love working with our industry partners! Let us know if you have ideas on how we can work together

Pricing based on depth and breadth of project; please contact us for details



Mission

The mission of the AFS QIP is to provide online data collection and real-time analytic tools which will enable users to take both individual and aggregate outcomes data to personalize patient care using continuous quality improvement methodology.

Vision

The vision of the AFS Quality Improvement Project (AFS QIP) is to support the vision of the AFS using continual quality improvement (CQI) as a method to provide personalized care for foregut disease patients.

SPONSORSHIP OPPORTUNITIES

COST

	PLATINUM	DIAMOND	GOLD	SILVER
	\$40,000	\$25,000	\$12,500	\$5,000
Company specific technology data (<i>utilication, adverse events</i>)	✓	✓	✓	✓
All data fields including Quality of Life (QOL) workup and interventional data for company specific technology	✓	✓	✓	
Aggregate and company specific data for all QIP data fields including QOL assessments and workup/interventional data	✓	✓		
Custom data visualization interface	✓			