WORLD DIGESTIVE HEALTH DAY 2018

PARTNERSHIP OPPORTUNITIES BROCHURE

WORKING TOGETHER TO ACHIEVE OPTIMAL DIGESTIVE HEALTH WORLDWIDE.

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INVITATION TO PARTNER

Dear WGO Partners,

For over 75 years, the World Gastroenterology Organisation (WGO) has taken great pride in being the Global Guardian of Digestive Health. We strive to maintain this distinction by providing educational tools and resources on various diseases for developing, low-resource and developed countries, through Training Centers, Train the Trainers programs, Global Guidelines and Cascades, Congresses and Regional meetings, advocacy and public awareness initiatives, and more. We would like to take this opportunity to invite you to collaborate with us in promoting global digestive health worldwide, specifically through this year’s World Digestive Health Day (WDHD) 2018 public awareness and advocacy campaign:

**Viral Hepatitis, B and C: Lift the Global Burden**

WDHD represents a globally successful initiative of the WGO with the aim of raising awareness of important gastrointestinal problems. This initiative started 12 years ago when WDHD 2005 was devoted to “Health and Nutrition”. Since then, WDHD is celebrated every year on 29th May. What started as a one-day event has now developed into a yearlong campaign. The target populations of WDHD are not only healthcare professionals but also the general public. We aim to put into perspective several aspects related to the WDHD topic, including prevention, prevalence, diagnosis, management, and treatment. The WGO embodies the optimal platform for the WDHD campaign with its outreach to over 100 countries through its member societies. We are happy to say that WDHD campaigns in the past have captured the interest of not only our member societies but also governmental or non-governmental organizations and the biomedical industry. This broad range of interest has helped us tremendously to reach our goals of promoting WDHD and raising awareness of the topic selected.

It is through our collaborations with our industry partners and our members who organize their own individual WDHD campaigns and events that WDHD has been so successful. WGO supports the societies through the provision of related tools and promotion of their local and regional events. A broad range of educational offerings are being planned for presentation during the campaign year and beyond. Additionally, a portfolio of tools and resources for both healthcare professionals, the general public and news organizations will be produced and widely disseminated. Through the aforementioned efforts, by joining the World Digestive Health Day campaign, you as a partner will play a key role in making a difference in the lives of thousands of people across the globe.

We envision many opportunities for us to partner and to work together to leverage existing resources and offerings to make WDHD 2018 the most successful campaign to date. We invite you to pursue the many partnership opportunities presented in this brochure and look forward to welcoming you as a premier partner and supporter in 2018.

With sincere appreciation,

Dr. Cihan Yurdaydin
President, WGO

Dr. Yun-Fan Liaw
Co-Chair, WDHD 2018

Dr. Brian McMahon
Co-Chair, WDHD 2018
The World Gastroenterology Organisation (WGO) is a federation of over 100 Member Societies and four globally regional associations of Gastroenterology, Hepatology, and other related disciplines representing over 50,000 individual members worldwide. As the only global society for gastroenterology professionals, WGO has been bringing together the world’s leading minds in the field since it was incorporated in 1958!

The WGO, a 501(c)(3) organization, focuses on the improvement of standards in training, education, and the practice of Gastroenterology and Hepatology, and other related disciplines worldwide with a focus on low-resource nations. Our educational initiatives include Training Centres around the world, Train the Trainers Workshops, Outreach Programs bringing endoscopic services and equipment to developing countries, public awareness campaigns such as World Digestive Health Day and Global Guidelines with a special Cascade feature providing solutions adaptable to varying resource levels around the world.

The WGO Foundation, incorporated in 2007, is dedicated to raising funds to support WGO educational programs and activities. Donors interested in supporting the work of the WGO are invited to visit www.wgofoundation.org for further information and opportunities to give.

Mission of the WGO
To promote, to the general public and healthcare professional alike, an awareness of the worldwide prevalence and optimal care of gastrointestinal and liver disorders, and to improve care of these disorders, through the provision of high quality, accessible and independent education and training.


Unparalled Reach
• More than 100 member societies representing over 50,000 healthcare professionals worldwide.

Proven Track Record
• Experience in convening leaders from practice and education for the World Congress of Gastroenterology (WCOG) and regional meetings.

The Logical Choice
• Exquisit focus and ability to make an impact through delivery of programs on a global scale

Access to Decision Makers
• WGO members and program participants include the top practitioners, educators, and leaders in the field.
WGO GOVERNING COUNCIL
2017 – 2019

President
Cihan Yurdaydin, Turkey

President-Elect &
Chair of the WGO Foundation
Naima Amrani, Morocco

Secretary General
Geoffrey Metz, Australia

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Chair, Publications Committee
Alejandro Piscoya, Peru

Promotion of Education in Asia-Pacific Region
Kaichun Wu, China

Pan-American Gastroenterological Association
(OPGE)
José Roberto de Almeida, Brazil

Asian Pacific Association of Gastroenterology
(APAGE)
Kentaro Sugano, Japan

African Middle East Association of
Gastroenterology (AMAGE)
Reda Elwakil, Egypt

United European Gastroenterology (UEG)
Luigi Ricciardiello, Italy

WGOF BOARD OF DIRECTORS
2018

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PARTNERSHIP BROCHURE

WORLD DIGESTIVE HEALTH DAY (WDHD) 29 MAY 2018

WORLD GASTROENTEROLOGY ORGANISATION

TRAIN
Training physicians and other healthcare professionals worldwide, with a focus on underserved regions, through WGO developed programs such as Training Centers, Training Scholarships, Train the Trainers, the Endoscopy, Other Procedures & Outreach Program, the World Congress of Gastroenterology and Regional Meetings.

ADVOCATE
Increasing global public awareness of the prevention, management and treatment of common digestive and liver disorders through WGO’s public health, advocacy and awareness campaigns, such as World Digestive Health Day on 29th May.

INFORM
Providing the latest news and events in the world of Gastroenterology, Hepatology, Endoscopy, and other related disciplines through the WGO website, e-WGN, the Journal of Clinical Gastroenterology and the WGO and WGO Foundation social media pages.

EDUCATE
Providing universal access to academic programs and resources in digestive health through Global Guidelines and Cascades, Ask a Librarian, Clinical Research Tools, The Journal of Gastroenterology and the Virtual Room of Gastroenterology.

GET INVOLVED!
WGO and WGO Foundation makes your society and your members active participants in the global Gastroenterology community. For more information on the WGO or how to become a member, please visit: www.worldgastroenterology.org.

For more information on the WGO Foundation or World Digestive Health Day 2018, please visit: www.worldgastroenterology.org/wgo-foundation.

www.facebook.com/WGOFWDHD/
www.facebook.com/WorldGastroOrg

www.twitter.com/WGOF WDHD
www.twitter.com/WorldGastroOrg

www.linkedin.com/company/world-gastroenterology-organisation-wgo-wgo-foundation/
WORLD DIGESTIVE HEALTH DAY

World Digestive Health Day (WDHD) is a yearlong, worldwide public health campaign that includes many activities and events and serves as WGO’s leading advocacy program. WDHD formally inaugurates the annual campaign every 29th May. The goal of WDHD is to increase global awareness of digestive and liver diseases by WGO’s Member Societies, Regional Affiliate Associations, government agencies, nongovernmental organizations, physicians, pharmacists, allied healthcare professionals, healthcare payers, media, consumers and the general public. WDHD’s success is ultimately derived from the combined efforts of WGO, its Member Societies, Regional Affiliates, and other partners worldwide.

WDHD CAMPAIGNS: PAST, PRESENT, FUTURE

LEVEL OF REACH & PARTICIPATION

Since 2005, 69 countries have participated in World Digestive Health Day, organizing over 300 events worldwide!

FUN FACTS

- **Growth**
  - WDHD has grown more than 17 times since 2005 when only 18 events were held, globally.

- **Outreach**
  - Over 75 media outlets, including networks such as CNN, have reported on WDHD.

- **Events**
  - Participation continues to grow in Africa and the Middle East with countries such as Iran & Qatar hosting WDHD events.

- **Guidelines**
  - The Probiotics and Prebiotics WGO Global Guideline and Cascade was released in 2017 with a focus on WDHD 2016: Diet and the Gut.
Dear Colleagues,

Viral Hepatitis causes an inflammation of the liver due to a viral infection. Most cases of Viral Hepatitis are contracted through one of five viruses including, hepatitis A virus (HAV), hepatitis B virus (HBV), hepatitis C virus (HCV), hepatitis D virus (HDV) and hepatitis E virus (HEV). Of the five hepatitis viruses, all can cause acute hepatitis, however only HBV, HCV, and HDV frequently cause chronic hepatitis which can lead to liver cirrhosis and to liver cancer.¹

Data from the World Health Organization reveals that an estimated 325 million people worldwide are living with chronic HBV and HCV infection. In 2015, 1.34 million deaths were caused by viral hepatitis, a number comparable to deaths caused by tuberculosis and HIV. Approximately 1.75 million people were newly infected with HCV in 2015; while an estimated 257 million people, mostly adults born before the introduction of the HBV vaccine, were living with chronic HBV in 2015.¹

The World Gastroenterology Organisation (WGO) will seek to raise awareness of Viral Hepatitis, B and C, through its annual public advocacy and awareness campaign, World Digestive Health Day (WDHD). WDHD is celebrated each year on May 29th with associated events, activities, and initiatives continuing throughout and beyond the campaign year. WDHD will provide gastroenterologists, hepatologists, their patients and the lay public, with an understanding of the latest basic and clinical research in the prevention, diagnosis, treatment and curability of Viral Hepatitis, B and C. This campaign will endeavor to inform physicians, pharmacists, allied health professionals, healthcare payers and the public of the prevalence, risk factors, and causes of Viral Hepatitis, B and C. Most especially, we want to ensure that we present an evidence-based and patient-centered approach to prevention and diagnosis of Viral Hepatitis, B and C. Also, we want to ensure awareness of the disease, its management and the availability of treatment is raised in countries where Viral Hepatitis, B and C, is being newly or increasingly diagnosed.

The WGO’s task will be supported by a Steering Committee with a global perspective. The Steering Committee will provide expertise on Viral Hepatitis, B and C, guiding the course of the campaign and the development of the educational and training materials. In collaboration with WGO Member Societies, WGO Training Centers and Regional Affiliate Associations, the Steering Committee will define this global initiative and provide the resources to sustain the effort throughout the year.

Through a multi-faceted campaign, the WGO will provide simple messages for the general public in order to assist them in understanding how Viral Hepatitis, B and C, affects one’s daily life and its importance in one’s health. Secondly, the WGO will develop information for healthcare professionals, both the generalist and the specialist with emphasis on healthcare professionals in low-resource, developing regions. Multiple informational pieces are planned and will be distributed worldwide, for patients and healthcare professionals, in several languages. The WDHD 2018 campaign is titled Viral Hepatitis, B and C: Lift the Global Burden. Through the WDHD 2018 campaign, the WGO looks forward to helping to provide a better understanding and recognition of Viral Hepatitis, B and C, as a global burden. Please join us in ensuring its success.

Sincerely,

Yun-Fan Liaw, MD  
Co-Chair, WDHD 2018  
Taiwan  

Brian McMahon, MD  
Co-Chair, WDHD 2018  
U.S.A.

¹: WHO Global Hepatitis Report, 2017
THE VALUE OF A WGO/WGO FOUNDATION PARTNERSHIP

A partnership with WGO and WGO Foundation offers the unique opportunity to reach physicians, pharmacists, allied health professionals, healthcare payers, governmental and nongovernmental organizations, media and the general public around the world, through a wide array of valuable educational and public awareness activities, services, and products for maximum impact on education, disease awareness and available treatment options. A WGO/WGO Foundation partner will benefit from yearlong, and even multi-year, worldwide exposure and recognition as a valuable partner toward improving education on Viral Hepatitis, B and C, and the importance of maintaining good health. Specific benefits are included below.

Enhanced global corporate recognition and increased visibility to over 50,000 gastroenterologists worldwide and the general public. Partners will be acknowledged in all materials for resulting programs.

Access to and relationships with key opinion leaders, including the subject matter experts serving as campaign committee members and faculty.

Increased reach in target and emerging markets. Partners will be provided with regular reports on supported programs and other activity outcomes.

Broadening of corporate social responsibility initiatives through cause-related programs and materials.

Increased web traffic through links from the WGO/WGOF websites. Partners will be recognized on the WGO website and WDHD webpage, a rapidly growing and utilized source of information. Also, WGO may post additional information provided by the partner on the WGO website, subject to internal review and approval.

PARTNERSHIP, COMMUNICATIONS AND LOGO GUIDELINES

The WGO Partnership, Communications and Logo Guidelines are comprised of the following elements:

1. With regard to the use of the WGO, WGO Foundation and WDHD logos, WGO policy holds that the organization’s logos may not be used in conjunction with a commercial product or service, so as to not in any way imply endorsement. The critical aspect of WGO’s guidelines is that the name and logo of the WGO, the WGO Foundation and WDHD may not appear on the same page/screen as a commercial product or service.

2. Organizations seeking to participate in the WDHD campaign must seek permission from the WGO Executive Secretariat to use the WDHD logo and/or slogan by supplying for initial review the material or a description of the material that will be displaying the logo and/or slogan. This applies also to all WGO owned material. No logo affiliated with WGO may be reproduced without written consent from the Executive Secretariat. Where the activity is not a part of the general activities and operations of WGO, members and non-members are required to submit a draft copy of logo placement within a written document. Upon approval, a graphic file of the logo will be sent. Logos may not be copied or downloaded from the Organisation’s website or literature unless expressly permitted.

3. With regard to WGO publications used in the WDHD campaign, full citation of the original source of the document must be visible on all electronic and hard copies of the document. In addition, the document must be reproduced in its entirety and no extracts may be quoted or used, as well as proper permissions for illustrations must be secured.

4. WGO activities are organized for scientific and educational purposes only and will not promote a partner’s products, directly or indirectly.

5. WGO is ultimately responsible for the control of activity and publication content and selection of presenters and moderators. The partner, or its agents, will respond only to WGO initiated requests for suggestions of presenters or sources of possible presenters. There will be no “scripting,” emphasis, or influence on content by a partner or its agents.

6. WGO will ensure disclosure to the audience of (a) partner funding and (b) any significant relationship between WGO and the partner (e.g., grant recipient), or between individual speakers or moderators and the partner.

7. No promotional activities will be permitted in the same room as a WGO educational activity. No product advertisements will be permitted in the activity room. All promotional materials must be approved by WGO prior to production.

8. Funds should be in the form of an unrestricted educational grant and made payable to the WGO Foundation. All other support associated with this educational activity (e.g., distributing brochures, preparing slides) must be given with the full knowledge and approval of WGO. No other funds from the partner will be paid directly to the program director, faculty, or others involved with the activity (additional honoraria, extra social events, etc.). All honoraria transactions must be made through WGO.
WORLD DIGESTIVE HEALTH DAY PARTNERSHIP PACKAGES
WGO supports and encourages an integrated approach to education and promotion of WDHD 2018 that includes diverse yet complementary activities which will build on each other over time to result in a global and measurable impact throughout the campaign year and into the future. To this end, WGO welcomes and invites its partners to consider a comprehensive approach in our endeavor to provide and promote education and information about Viral Hepatitis, B and C, to multiple key audiences, including healthcare professionals, governmental and nongovernmental agencies and organizations, media and the general public.

CREATE YOUR OWN WDHD 2018 PARTNERSHIP PACKAGE TODAY!
Elect to partner with WGO to support any WDHD 2018 events and/or activities as categorized by the four pillars of WGO – Train, Educate, Inform, and Advocate. Details of the WDHD 2018 partnership opportunities are found on pages 9-13 of this brochure.

Make your investment in WDHD 2018 today and we will recognize your contribution according to the following partnership levels.

**PLATINUM**
- Corporations and/or Foundations that elect to partner with WGO to support any WDHD 2018 events and/or activities.
- An investment total of more than $200,000 USD.

**GOLD**
- Corporations and/or Foundations that elect to partner with WGO to support any WDHD 2018 events and/or activities.
- An investment total of $100,000 - $200,000 USD.

**SILVER**
- Corporations and/or Foundations that elect to partner with WGO to support any WDHD 2018 events and/or activities.
- An investment total of $50,000 - $99,999 USD.

**BRONZE**
- Corporations and/or Foundations that elect to partner with WGO to support any WDHD 2018 events and/or activities.
- An investment total of less than $50,000 USD.
On the following pages are a variety activities and events to consider for partnership in collaboration with WGO. Partnership is sought from multiple partners at various levels. Although partnership packages are encouraged to create the most significant global and measurable impact, individual activities and events may be sponsored, as well. For additional information about the opportunities below or to reserve your place as a WDHD 2018 partner, please contact:

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Tel: +1 414 918 9798 | Fax: +1 414 276 3349  
Email: cmutrie@worldgastroenterology.org  
www.worldgastroenterology.org | www.wgofoundation.org

TRAIN  
Training physicians and other healthcare professionals worldwide through WGO developed programs, with a focus on underserved regions.

National/ International Symposium on Viral Hepatitis, B and C – With CME  
$200,000*

National/ International Symposium on Viral Hepatitis, B and C – Non-CME  
$180,000*

The International Symposium will bring together leading experts from around the world in Hepatology and/or Liver-related diseases to assess the global impact of Viral Hepatitis, B and C, and better inform hepatologists, gastroenterologists, allied healthcare professionals, patients and the general public on the diagnosis, pathogenesis, and management of the disease. This 60 to 90-minute session will seek to translate research into clinical practice and facilitate communication between healthcare professionals, healthcare payers, and sufferers of Viral Hepatitis, B and C, to ensure that patients receive appropriate investigations and treatment, relative to their conditions and circumstances. Strategies will vary in different parts of the world and the symposium will take this aspect into consideration, particularly with regard to prevalence and impact on different societies and cultures. In keeping with WGO’s mission, this symposium will aim to draw attention to areas of need with less accessible and/or less attainable resources. The symposium will also include presentations on some of the latest information on the prevention and treatment of Viral Hepatitis, B and C.

FORMAT (recommended): An international faculty, including chair(s) and three (or more) speakers, will be identified to present on topics derived from Viral Hepatitis, B and C. The presentations will be followed by a panel discussion. Participants will receive a syllabus containing presentation slides and related WGO Global Guidelines and Cascades. WGO considers major Hepatology and/or GI meetings (such as AASLD, ACG, APDW, DDW, EASL, OPGE, UEG) as the best venues for an international educational symposium.

National/ International Symposium on Viral Hepatitis, B and C (CME) – With Web-based Educational Program  
$280,000*

National/ International Symposium on Viral Hepatitis, B and C (Non-CME) – With Web-based Educational Program  
$265,000*

The International Symposium will bring together leading experts from around the world in Hepatology and/or Liver-related diseases to assess the global impact of Viral Hepatitis, B and C, and better inform hepatologists, gastroenterologists, allied healthcare professionals, patients and the general public on the diagnosis, pathogenesis, and management of the disease. This 90-minute session will seek to translate research into clinical practice and facilitate communication between healthcare professionals, healthcare payers, and sufferers of Viral Hepatitis, B and C, to ensure that patients receive appropriate investigations and treatment, relative to their conditions and circumstances. Strategies will vary in different parts of the world and the symposium will take this aspect into consideration, particularly with regard to prevalence and impact on different societies and cultures. In keeping with WGO’s mission, this symposium will aim to draw attention to areas of need with less accessible and/or less attainable resources. The symposium will also include presentations on some of the latest information on the prevention and treatment of Viral Hepatitis, B and C.

FORMAT (recommended): An international faculty, including chair(s) and three (or more) speakers, will be identified to present on topics derived from Viral Hepatitis, B and C. The presentations will be followed by a panel discussion. Participants will receive a syllabus containing presentation slides and related WGO Global Guidelines and Cascades. WGO considers major Hepatology and/or GI meetings (such as AASLD, ACG, APDW, DDW, EASL, OPGE, UEG) as the best venues for an international educational symposium.

During the International Educational Symposium, video/audio will be captured by WGO via a vendor to be selected and managed internally. The PowerPoint slides, produced in a uniform format, will be developed by the faculty and integrated with...
the audio or audio/video to create a synchronized webcast. The webcast will include a speaker image (or video of the presenter as he or she delivers their talk) with linked audio recording of the presentation, synched PowerPoint slide presentation, translation options for languages in addition to English, and downloadable or linked resources such as a transcript of the presentation and WGO Hepatitis-related tools and resources. Social media channels will be utilized to offer a forum for participants to provide feedback on the presentations and to encourage further discussion. The resulting webcast will be delivered via the web in a format that will allow WGO to view statistics on viewership and usage.

International Task Force Summit on Viral Hepatitis, B and C

An International Summit on Viral Hepatitis, B and C, will bring together leading experts from around the world in Viral Hepatitis diagnosis, management and treatment to assess the status of Viral Hepatitis, B and C, prevalence and impact on different societies and cultures. In keeping with the mission of WGO, this Summit will aim to draw attention to areas of need and less resource privileged.

FORMAT (recommended): A one-day workshop, ideally organized during a major Hepatology and/or GI meeting (such as AASLD, ACG, APDW, DDW, EASL, OPGE, UEG) or as a standalone event, will be attended by invited experts in the field selected from all geographic regions. Participants will be tasked with completing a consensus statement and educational tools for distribution to all WGO member societies and for broader distribution. Key topics will relate to Viral Hepatitis, B and C.

Be a HepKAT (Know. Act. Treat.) Educational Campaign

Through a series of animated short videos, WGO will release the ‘Be a HepKAT (Know.Act.Treat.) educational campaign. The educational campaign will bring together leading experts from around the world in Hepatology and/or Liver-related diseases to raise awareness, assess the impact, and better inform the public about Viral Hepatitis, B and C. The educational campaign will seek to discuss prevention, diagnosis and treatment of Viral Hepatitis, B and C from a global perspective, and will seek to educate the public on the incidence, prevalence, morbidity and mortality of the disease from a regional perspective. Overall, the objective of the educational campaign will be to interact with the public in an innovative, accessible and unique way to demonstrate the global burden of Viral Hepatitis, B and C, and to advocate for its elimination.

FORMAT (recommended): A web-based educational campaign comprised of animated short videos of 1-3 minutes in duration. A cat, the HepKAT, is animated and plays the role of main character and narrator of each animated short video. Within each individual animated short video, HepKAT will provide an educational message that pertains to Viral Hepatitis, B and C. All educational messaging will support the Know.Act.Treat. basis of the campaign. The web-based program will be accessible on the WGO website, WGO social media accounts and on additional mediums as agreed between WGO and the sponsor. The educational campaign will be delivered via the aforementioned mediums to allow WGO to view statistics on viewership and usage and to offer a forum that promotes discussion and encourages interaction and feedback from the general public.

All educational messaging to be included in the animated short videos will be developed and managed internally by the campaign faculty committee. Audio of the educational messaging will be integrated with the animation to create an animated short video. All animation/video will be developed via a vendor to be selected by WGO and managed internally. It is intended that the animated short videos be first prepared and recorded in English followed by translation into additional languages, as identified by, and agreed upon between WGO and the sponsor. Translated material may be appropriately dubbed with regard to audio and rewritten in the target language, or be re-created animation/video/audio employing faculty proficient in the target language.

Web-based Educational Program for Healthcare Professionals and the General Public

A web-based online educational program targeted to physicians and other healthcare professionals and/or the general public will bring together leading global experts in hepatology and gastroenterology – specifically those with an interest in understanding the latest basic and clinical research on Viral Hepatitis, B and C.

FORMAT (recommended): A webcast comprised of pre-recorded video/audio, or as an alternative, audio alone with a presenter holding image, synched to a PowerPoint slide presentation of 60-90 minutes in duration. The web-based program
will be accessible on the WGO website and on additional mediums as agreed between WGO and the sponsor. It is intended that the presentation components be first prepared and recorded in English followed by translation into additional languages, as identified by, and agreed upon between WGO and the sponsor. Translated material may be appropriately dubbed with regard to audio and the PowerPoint slides rewritten in the target language, or be re-recorded video/audio employing faculty proficient in the target language.

Video/audio will be captured from the faculty by WGO via a vendor to be selected and managed internally. The PowerPoint slides, produced in a uniform format, will be developed by the faculty and integrated with the audio or audio/video to create a synchronized webcast. The webcast will include a speaker image (or video of the presenter as he or she delivers their talk) with linked audio recording of the presentation, synched PowerPoint slide presentation, translation options for languages in addition to English, and downloadable or linked resources such as a transcript of the presentation and WDHD 2018 tools and resources. Social media channels will be utilized to offer a forum for participants to provide feedback on the presentations and to encourage further discussion. The webcast will also include acknowledgement of the sponsor and links to the program hosted on the WGO website. The resulting webcast will be delivered via the web in a format that will allow WGO to view statistics on viewership and usage.

Reproduction, Translation and Distribution Rights of a WGO Guideline and Cascade

A library of over twenty WGO Global Guidelines have been published and written from a viewpoint of application around the world, unlike other medical guidelines which are targeted to specific regions or countries. WGO is the only international organization with this type of global focus!

Each guideline includes reference to other relevant guidelines which are identified, summarized, and republished or cited by WGO for the benefit of the practitioner. They utilize “Cascades”, which provide various diagnosis and evidence-based treatment options that are scalable to available local resources and infrastructure in countries with varying resources. They identify multiple ways of achieving the best possible outcome by taking the available resources into account.

- Guideline review teams include non-Western experts with direct knowledge of conditions in various regions around the world to ensure the applicability of the procedures under a variety of circumstances.

How You Can Partner with WGO:

- Translate, reproduce, and distribute in print a practical “pocket” or other print version of the Guideline and Cascade that healthcare providers can keep handy at all times for easy reference.
- Translate and distribute electronically the Guidelines to recipients of choice or via a web-based publishing forum.
- Support a 60 or 90 minute, topic-specific seminar concentrating on one Guideline/Cascade at a time. Seminar content would be developed and presented by the authors of the original Guideline and Cascade, that is, those individuals who have had major input into the development of the Guideline/Cascade. Additional subject matter experts will be engaged as necessary. Seminars will ideally be held adjacent to or as part of other major GI meetings to promote cost efficiencies. A registration fee for participants will be considered.
- Support the creation of a webinar, audio cast, and/or podcast to highlight a published Guideline and Cascade.
- Support the development and dissemination of an infographic related to a Guideline and Cascade topic.
- Support the creation of an educational slide set that can be disseminated as a valuable tool in a downloadable format.

Recognition and Related Requirements for Distribution of WGO Guidelines and Cascades and Other WGO Documents:

WGO welcomes and recognizes the support of partners in the dissemination and distribution of WGO Global Guidelines and Cascades and other communications and requests that the following requirements be adhered to in formalizing a partnership agreement:

- The placement of the partner’s or partners’ logo(s) on the WGO Guideline/Cascade or other document with the statement: “The contents of this guideline and cascade (name of other document) have been developed independently of corporate or other support. The distribution of this guideline and cascade has been made possible through the generosity of an unrestricted educational grant from <partner>.”
- Full citation of the original source of the document must be visible on all electronic and hard copies of the document.
- The document must be reproduced in its entirety and no extracts may be quoted or used.
- Partners are entitled to translate the document but final approval of the translated text must be given by WGO prior to distribution.
- Partners will be provided with print ready versions of the document.
- WGO requests that sponsors provide WGO with a minimum of three copies of any format used for the distribution of the document.
- WGO approval must be obtained prior to final production of any document or publication, either electronic or in print.
Slide Set Development with Web-based Educational Program on WGO Global Guideline and Cascades

The creation of a slide set based on a WGO Global Guideline and Cascade. There are (6) WGO Global Guidelines and Cascades that focus on Hepatitis and liver-related diseases including Acute Viral Hepatitis, Esophageal Varices, Hepatitis B, Hepatitis C, Hepatocellular Carcinoma (HCC), and NAFLD & NASH, with an additional (17) covering other digestive health topics. WGO Global Guidelines includes references to other relevant guidelines which are identified, summarized, and re-published or cited by WGO for the benefit of the practitioner. WGO Global Guidelines utilize the unique feature of “Cascades” which provide various diagnosis and evidence-based treatment options that are scalable to available local resource and infrastructure in countries with varying resources. Cascades make the WGO Guidelines globally applicable by identifying multiple ways of achieving the best possible outcome by taking the available resources into account. Each guideline review team includes non-Western experts with direct knowledge of conditions in various regions around the world to ensure the applicability of the procedures under a variety of circumstances. The creation of the slide set will facilitate the education of the practitioner on the topic of the WGO Global Guideline and Cascade selected for development.

The web-based educational program will bring together the guideline review team of the WGO Global Guideline and Cascade selected to assess the current understanding of the topic as detailed in the guideline and to discuss the functions and applicability of the guideline throughout various regions around the world.

FORMAT (recommended): Utilizing the guideline review team of the selected WGO Global Guideline and Cascade, a set of PowerPoint slides will be created to include educational points on each of the following topics: WGO global perspective – resource-sensitive guidelines and “cascades”; Epidemiology – global comparison and resource factors; Natural history and prevention; Diagnosis and screening; Management; and Treatment.

After completion of the slide set, a web-based educational program comprised of pre-recorded video/audio, or as an alternative, audio alone with a presenter holding image, synched to a PowerPoint slide presentation of 60-90 minutes in duration. The web-based program will be accessible on the WGO website and on additional mediums as agreed between WGO and the sponsor. It is intended that the presentation components be first prepared and recorded in English followed by translation into additional languages, as identified by, and agreed upon between WGO and the sponsor. Translated material may be appropriately dubbed with regard to audio and the PowerPoint slides rewritten in the target language, or be re-recorded video/audio employing faculty proficient in the target language.

Video/audio will be captured from the faculty by WGO via a vendor to be selected and managed internally. The PowerPoint slides, produced in a uniform format, will be developed by the faculty and integrated with the audio or audio/video to create a synchronized webcast. The webcast will include a speaker image (or video of the presenter as he or she delivers their talk) with linked audio recording of the presentation, synched PowerPoint slide presentation, translation options for languages in addition to English, and downloadable or linked resources such as a transcript of the presentation and WGO liver-related tools and resources. Social media channels will be utilized to offer a forum for participants to provide feedback on the presentations and to encourage further discussion. The resulting webcast will be delivered via a format that will allow WGO to view statistics on viewership and usage.

INFORM

Providing the latest news in the world of Gastroenterology, Hepatology, and other related disciplines.

WGO Handbook on Viral Hepatitis, B and C

Each year a WGO Handbook is created to celebrate World Digestive Health Day, which is then distributed electronically on 29th May. The Handbook accomplishes a major aim of the WDHD campaign, to assist all from the ‘person on the street’ to the specialist make sense of the information available on Viral Hepatitis, B and C, that accumulates daily and to sift through the claims and counterclaims that are made about prevention, therapies, diets, symptoms, diagnosis, etc. The Handbook accomplishes this aim by providing an overview of the most important aspects of science and clinical practice related to Viral Hepatitis, B and C. The WDHD 2018 Steering Committee, through its writing and editorial contributions to the Handbook, presents a monograph on Viral Hepatitis, B and C, that resonates worldwide, especially with WGO Member Societies, WGO Training Centers, healthcare professionals and the public.

FORMAT (recommended): Authored by various experts in the field from around the globe, the WGO Handbook will consist of brief reviews and/or short chapters that offer basic, useful, and practical information about Viral Hepatitis, B and C, for the healthcare professional and the general public. WGO will welcome and recognize the support of the partner(s) in the dissemination and distribution of the WGO Handbook and requests that the following requirements be adhered to in formulating a partnership agreement:
PARTNERSHIP BROCHURE

- The placement of the partner’s or partners’ logo(s) in the WGO Handbook with the statement: “The contents of the WGO Handbook have been developed independently of corporate or other support. The distribution of this handbook has been made possible through the generosity of an unrestricted educational grant from <partner>.”
- Full citation of the original source of the document must be visible on all electronic and hard copies of the document.
- The document must be reproduced in its entirety and no extracts may be quoted or used.
- Partners are entitled to translate the document but final approval of the translated text must be given by WGO prior to distribution.
- Partners will be provided with print ready versions of the document.
- WGO requests that sponsors provide WGO with a minimum of three copies of any format used for the distribution of the document.
- WGO approval must be obtained prior to final production of any document or publication, either electronic or in print.

Reproduction, Translation and Distribution Rights to Other Designated WDHD 2018 Tools and Resources $10,000*

As part of each WDHD campaign a broad range of tools, resources and other publications are created and distributed to educate those around the world on the current WDHD focus. With general corporate endorsement of the WDHD 2018 campaign, your organization will have access to the following in accordance with the WGO Partnership, Logo and Communications Guidelines:

- Opportunity to select a tool or resource for dissemination from the range of other available tools, resources and other publications developed for WDHD 2018. Please refer to the recognition and related requirements for the distribution of WGO documents on page 11.
- The WDHD logo, slogan and banner
- Access to WGO experts in the field for interviews and press conferences
- Recognition of sponsorship of the WDHD campaign in WGO publications, on the WGO website and on WGO/WGOF social media profiles
- Media kit, press releases, and additional promotional activities in various media (television, radio and more extensive print media penetration may be coordinated at an additional cost to the interested supporting partner).

ADVOCATE Increasing global public awareness of digestive disorders.

Public Service Announcement (PSA) Poster Series $25,000*

Through a public service announcement (PSA) approach, WGO will release the ‘Face the Silent Killer’ poster series. The poster series will bring together leading experts from around the world in Hepatology and/or Liver-related diseases to raise awareness, assess the impact, and better inform the public about Viral Hepatitis, B and C. The poster series will seek to discuss prevention, diagnosis and treatment of Viral Hepatitis, B and C from a global perspective, and will seek to educate the public on the incidence, prevalence, morbidity, and mortality of the disease from a regional perspective. Overall, the objective of the PSA posters series will be to interact with the public in a relatable way to demonstrate the global burden of Viral Hepatitis, B and C, and to advocate for its elimination.

FORMAT (recommended): A web-based poster series graphically designed with people from diverse social, economic, and cultural backgrounds standing before a mirror with appropriate and relevant educational messaging positioned throughout each poster. The web-based poster series will be accessible and available for download on the WGO website, WGO social media accounts and on additional mediums as agreed between WGO and the sponsor. The poster series will be delivered via the aforementioned mediums to allow WGO to view statistics on viewership and usage and to offer a forum that promotes discussion and encourages interaction and feedback from the general public.

All educational messaging and graphic design of the poster series will be developed and managed internally by WGO and program faculty. It is intended that the poster series be first prepared in English followed by translation into additional languages, as identified by, and agreed upon between WGO and the sponsor.
RECOGNITION OF SPONSORSHIP

Supporting partners will be recognized by:

- Acknowledgment of the support of the sponsored activity where appropriate and in accordance with WGO and WGO Foundation guidelines as follows: `<Name of activity> is supported by an unrestricted educational grant from <company name> and/or <company logo>.

  Co-branded materials may include, and are not necessarily limited to, promotional flyers, posters, syllabi and other activity materials and handouts, and print advertisements and other promotional pieces.

- Acknowledgement as a sponsor of the activity in all promotions and advertising of the activity on the WGO website, in the WGO publications, via the WGO and WDHD social media accounts, and at WGO exhibits at major Gastroenterology and Hepatology meetings worldwide.

  WGO publications, including the quarterly electronic newsletter, e-WGN, and the interim monthly e-Alert, are sent to over 50,000 physicians and other healthcare providers worldwide, providing high visibility globally. Reach is further maximized via WGO's social media accounts and website platform.

- Collaboration with the sponsor to develop an introductory message recognizing support of the program through an unrestricted educational grant and mutual desire to forge partnerships globally and at all levels to improve patient care.

HAVE ANOTHER IDEA OF HOW YOU CAN WORK WITH WGO?

WGO welcomes collaboration with corporations, patient support groups, government agencies and non-profit organizations to develop creative and targeted programs that are aligned with WGO's mission of advancing education, training and advocacy. WGO sponsorship and partnership opportunities can be tailored to meet your organization's mission and needs.

Contact WGO today to develop your unique partnership package!

*The totals presented in the Partnership Opportunities Brochure represent estimated investment totals. Actual investments totals will be determined by the scope of the partnership opportunities.
PARTNERSHIP APPLICATION
WORLD DIGESTIVE HEALTH DAY 2018: VIRAL HEPATITIS, B AND C

Please complete this application and return to the WGO Executive Secretariat by e-mail to cmutrie@worldgastroenterology.org or by fax to +1 (414) 276-3349.

Company / Organization ________________________________________________________________

Representative Name ________________________________________________________________

Representative Title ________________________________________________________________

Address ________________________________________________________________

City __________________________________ State/Province __________________ Zip/Postal Code________

Country _________________________________________ E-mail __________________________________

Telephone __________________ Fax __________________

We confirm investment in the following Partnership Package, Event and/or Activity (please check):

<table>
<thead>
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<th>Partnership Package, Event and/or Activity</th>
<th>Investment Total</th>
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<tr>
<td>Partnership Package – Silver</td>
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<tr>
<td>Partnership Package – Bronze</td>
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<td>International Symposium (CME) with Web-Based Educational Program</td>
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<td>Slide Set Development with Web-Based Educational Program on WGO Global Guideline and Cascade</td>
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<td>International Task Force Summit</td>
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<td>Web-based Educational Program for Healthcare Professionals and Public</td>
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<tr>
<td>Public Service Announcement (PSA) Poster Series</td>
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</tr>
<tr>
<td>WGO Handbook on Viral Hepatitis, B and C</td>
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<tr>
<td>Reproduction, Translation, Distribution Rights to Other Designated WDHD 2018 Tools and Resources</td>
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<td>Reproduction, Translation, Distribution Rights to a WGO Global Guideline and Cascade</td>
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<tr>
<td>Be a HepKAT (Know.Act.Treat.) Educational Campaign</td>
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TOTAL SUPPORT: USD $ ____________________________

Signature __________________________________ Date of Application ____________________________