25th UEG Week
advancing science, linking people

Barcelona, Spain
October 28 – November 1, 2017
Venue: Fira Gran Via

Sponsoring & Exhibition
Contacts

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House of European Gastroenterology
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A.McCluskey@ueg.eu

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Fira Gran Via (North Access)
Barcelona, Spain

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UEG Week Official Registration & Housing Partner
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1040 Vienna, Austria
T +43 1 58804 0
Registration: uegweek.registration@mondial-congress.com
Housing: uegweek.housing@mondial-congress.com
Ellen Valckenaere
Monika Krista Nikolaus

This Sponsoring & Exhibition Brochure has been published by United European Gastroenterology (UEG) GmbH, hereinafter referred to as UEG. Please read this document carefully. Any updates, all application forms and the UEG Week Industry Guidelines and Terms & Conditions (Annex 1) can be found on the UEG website: www.ueg.eu/week.

Date of publication: October 2016
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General Dates to Remember

Opening of online registration for delegates: Mon, January 16, 2017
Opening of online abstract submission: Mon, January 16, 2017
Industry site inspection at the Fira de Barcelona: Tue, January 17, 2017
Application deadline for preferred sponsorship options & exhibition space: Fri, February 10, 2017
Publication of 25th UEG Week 2017 preliminary programme: February 2017
Abstract submission deadline: Thu, April 27, 2017*
Deadline early registration for delegates: Thu, May 18, 2017
Deadline late registration for delegates: Thu, September 14, 2017

* Watch out for the late-breaking abstract submission.
Welcome to 25th UEG Week 2017

Dear Partner, Sponsor and Exhibitor of UEG Week,
Dear Colleague,

UEG Week has evolved as one of the world’s major meetings in the field of gastroenterology and hepatology, and it will return to Barcelona, Spain, from 28 October to 1 November 2017. The aim of 25th UEG Week is to attract clinicians and basic scientists from all over the world to discuss advances in our field and continue to provide state-of-the-art education and updates. World-renowned experts and excellent faculty will gather to present the newest research, as well as state-of-the-art clinical practice.

25th UEG Week is the premier venue to present research findings and learn about new work in the field, therefore offers the perfect stage for you to present your company’s portfolio to key decision makers, learn what interests, and motivates your target audience, get their feedback and generate valuable leads. Although set in Europe, participants join us from across the world!

For everyone interested in any aspect of digestive health and disease there is a comprehensive programme of activity organised in innovative, interactive and exciting formats.

Meeting highlights include:
• Postgraduate Teaching Programme providing a continuous state-of-the-art update in various gastrointestinal (GI) disorders from leading clinicians
• Our extremely popular live endoscopy
• Cutting edge symposia on management of disease
• New therapy updates
• Clinical Trials revisited in the UEG Week Hotspot
• “Advances in Clinical Gastroenterology and Hepatology on Functional GI disorders”
• “Today’s Science; Tomorrow’s Medicine” series on “Host Microbiota Crosstalk”
• Hands-on-Training for endoscopic, surgical and ultrasound techniques

Perhaps most importantly, 25th UEG Week is the place for clinicians and scientists to present their best research. We truly believe that we offer more to researchers in terms of rewards and exposure than any other meeting, and so attract the best of the best.
The largest GI community in Europe!

There is no other organisation like UEG. It is the only body to unite all European societies and associations concerned with liver and digestive disease, and the primary force in supporting and promoting scientific research in the field. UEG represents the entire GI community in Europe – from medical students to the most distinguished gastroenterologists and hepatologists; from research scientists to specialist nurses.

Finally, Barcelona has proven to be a wonderful and vibrant venue and a perfect place for the 25th UEG Week – a place to communicate, set up collaborations, meet old friends... and make new ones!

We would love to welcome you to Barcelona and celebrate with us the 25th UEG Week – the premier event in 2017 of digestive health and disease!

With kind regards,

Michael Manns
UEG President

John Atherton
UEG Secretary General
UEG Week Statistics

(Reference: UEG Week 2015)

How many people attend UEG Week?

13,203 participants
at UEG Week Barcelona 2015

12,868 in Vienna 2014
12,624 in Berlin 2013
14,204 in Amsterdam 2012

Where do our delegates come from?

Top 10 Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>577</td>
</tr>
<tr>
<td>Italy</td>
<td>575</td>
</tr>
<tr>
<td>Japan</td>
<td>475</td>
</tr>
<tr>
<td>Germany</td>
<td>418</td>
</tr>
<tr>
<td>Spain</td>
<td>412</td>
</tr>
<tr>
<td>France</td>
<td>399</td>
</tr>
<tr>
<td>USA</td>
<td>347</td>
</tr>
<tr>
<td>Russia</td>
<td>333</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>329</td>
</tr>
<tr>
<td>Switzerland</td>
<td>257</td>
</tr>
</tbody>
</table>

What is their professional activity?

- Gastroenterologist: 83.6% Hospital
- Endoscopist: 14.1% Company
- Physician: 2.2% Primary Care
- Surgeon
- Hepatologist
- Other
Submitted Abstracts

- 3,546 Abstracts submitted in Amsterdam 2012
- 3,599 Abstracts submitted in Berlin 2013
- 3,551 Abstracts submitted in Vienna 2014
- 3,884 Abstracts submitted in Barcelona 2015

Industry at UEG Week Barcelona 2015

- 179 Exhibitors
- 2,325 Exhibitor Badges
- 4,410 m² Exhibition Space
- 21 Sponsored Symposia
- 5 Premium Partners and 5 Major Partners

Delegates Feedback on UEG Week Barcelona 2015

- Outstanding 26%
- Good 66%
- Satisfactory 8%
- Poor 0%
List of UEG Week 2016 Partners, Sponsors & Exhibitors
as per September 06, 2016, in alphabetical order

### Premium Partners

<table>
<thead>
<tr>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AbbVie</td>
</tr>
<tr>
<td>FUJIFILM Europe GmbH</td>
</tr>
<tr>
<td>Olympus Europa SE &amp; Co. KG</td>
</tr>
<tr>
<td>Pfizer</td>
</tr>
<tr>
<td>Takeda Pharmaceuticals International AG</td>
</tr>
</tbody>
</table>

### Major Partners

<table>
<thead>
<tr>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allergan Pharmaceuticals Ireland</td>
</tr>
<tr>
<td>Biogen Intl. GmbH</td>
</tr>
<tr>
<td>Celltrion Healthcare Co., Ltd.</td>
</tr>
<tr>
<td>Janssen</td>
</tr>
<tr>
<td>MEDTRONIC</td>
</tr>
<tr>
<td>MSD</td>
</tr>
<tr>
<td>PENTAX Europe GmbH</td>
</tr>
<tr>
<td>Shire</td>
</tr>
</tbody>
</table>

### General Sponsors / Exhibitors

<table>
<thead>
<tr>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>3D MATRIX</td>
</tr>
<tr>
<td>Alfa Wassermann S.p.A.</td>
</tr>
<tr>
<td>Alton (Shanghai) Medical Instruments Co., Ltd</td>
</tr>
<tr>
<td>American Molecular Laboratories Inc.</td>
</tr>
<tr>
<td>amg International GmbH</td>
</tr>
<tr>
<td>Ankon Medical Technologies Co., LTD</td>
</tr>
<tr>
<td>Anrei Medical(HZ) Co.,Ltd</td>
</tr>
<tr>
<td>Apollo Endosurgery</td>
</tr>
<tr>
<td>Astellas Pharma Europe Ltd</td>
</tr>
<tr>
<td>Bedfont Scientific Limited</td>
</tr>
<tr>
<td>Beijing Richen-force Science &amp; Technology Co., LTD</td>
</tr>
<tr>
<td>BHT Hygienetechnik GmbH</td>
</tr>
<tr>
<td>BIOCODEX</td>
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<tr>
<td>Biohit Oy</td>
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<tr>
<td>Boehringer Ingelheim Pharma GmbH &amp; Co KG</td>
</tr>
<tr>
<td>Boston Scientific International</td>
</tr>
<tr>
<td>BÜHLMANN Laboratories AG</td>
</tr>
<tr>
<td>C2 Therapeutics</td>
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<tr>
<td>CALPRO AS</td>
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<tr>
<td>Cantel Medical</td>
</tr>
<tr>
<td>CapsoVision</td>
</tr>
<tr>
<td>Casen Recordati S.L</td>
</tr>
<tr>
<td>CBC Group</td>
</tr>
<tr>
<td>CDx Diagnostics</td>
</tr>
<tr>
<td>Celgene Corporation</td>
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<tr>
<td>Chronic Liver Disease Foundation</td>
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<td>CMI</td>
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<tr>
<td>CONMED</td>
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<tr>
<td>Cook Medical</td>
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<tr>
<td>Creo Medical</td>
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<tr>
<td>CROSPON</td>
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<tr>
<td>Dr. Falk Pharma GmbH</td>
</tr>
<tr>
<td>ELLA-CS</td>
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<tr>
<td>EMcision International Inc.</td>
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<tr>
<td>EMED SP. Z O. O. SP. K.</td>
</tr>
<tr>
<td>ENDALIS SARL</td>
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<tr>
<td>Endoaccess GmbH</td>
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<tr>
<td>EndoAid Ltd.</td>
</tr>
<tr>
<td>EndoClot Plus, Inc.</td>
</tr>
<tr>
<td>Endoscopic Ultrasound Journal</td>
</tr>
<tr>
<td>Endoscopy / ESGE - Thieme</td>
</tr>
<tr>
<td>Endosoft</td>
</tr>
<tr>
<td>EndoStim BV</td>
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<tr>
<td>Endotics</td>
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<tr>
<td>epigenomics</td>
</tr>
<tr>
<td>ERBE Elektromedizin GmbH</td>
</tr>
<tr>
<td>Eurospital</td>
</tr>
<tr>
<td>Finemedix</td>
</tr>
</tbody>
</table>
# Acknowledgement UEG Week 2016 Partners, Sponsors & Exhibitors:

<table>
<thead>
<tr>
<th>Acknowledgement UEG Week 2016 Partners, Sponsors &amp; Exhibitors: UEG Week Sponsoring &amp; Exhibition</th>
</tr>
</thead>
</table>

**G**
- GE Healthcare
- Gilead Sciences

**H**
- Hangzhou AGS MedTech Co., Ltd.
- Hospira, a Pfizer Company
- Huger Medical Instrument Co., Ltd

**I**
- IMAGE 2017 - 8th International Live Endoscopy Course
- Immundiagnostik AG
- INFAI GMBH
- INSTITUT ALLERGOSAN pharmazeutische Produkte Forschungs- und Vertriebs GmbH
- Intercept Pharmaceuticals
- IntroMedic Co., Ltd
- invendo medical GmbH
- Ipsen Pharma

**J**
- Jiangsu ATE Medical Technology Co., Ltd
- Jinshan Science & Technology

**K**
- KARL STORZ GMBH & CO. KG

**L**
- LA LETTRE DE L’HEPATO-GASTROENTEROLOGUE
- LABORIE (MMS)
- Leo Medical Co., Ltd
- Life Partners Europe

**M**
- M.I. Tech Co., Ltd
- MAYOLY SPINDLER
- Mederi Therapeutics Inc.
- Medify BV
- Medi-Globe GmbH/ Endo-Flex GmbH
- MEDIGUS Ltd.
- MEDITALIA S.A.S.
- Medix Biochemica
- medwork GmbH
- Mendes SA
- Micro-Tech-Europe GmbH/ Micro-Tech (Nanjing) Co. Ltd.
- MTW-Endoskopie

**N**
- Nature Reviews Disease Primers
- NIKKISO Europe GmbH
- Niso Biomed
- Norgine Limited

**O**
- NOVENTURE, S.L.
- Otsuka Pharmaceutical Europe Ltd
- Ovesco Endoscopy AG
- Oxford University Press

**P**
- Peter Pflugbeil GmbH, Medizinische Instrumente
- ProStrakan

**R**
- RB
- R-Biopharm AG
- Robarts Clinical Trials B.V.

**S**
- S&G BIOTECH INC.
- Sandhill Scientific Inc.
- Shangxian Minimal Invasive Inc.
- SHENZHEN ZHONGHE HEADWAY BIO-SCI & TECH CO., LTD
- Shionogi
- SMART MEDICAL SYSTEMS LTD.
- SOFAR SPA
- Soluscope SAS
- SonoScape Medical Corp.
- STEELCO SPA
- SUMITOMO BAKELITE CO., LTD.
- Surgical Science

**T**
- Taewoong Medical Co., Ltd
- TEAC Europe GmbH
- The Lancet
- The Standard Co., Ltd
- Tillotts Pharma AG

**U**
- UltraZonic BVBA
- US Endoscopy

**V**
- Vifor Pharma
- Vital Therapies, Inc.

**W**
- Walz Elektronik
- WILEY
- Wilson Instruments(SHA)Co., Ltd.
- Wisepress Ltd

**Z**
- Zhejiang ChuangXiang Medical technology Co.,Ltd
- Zhuji Pengtian Medical Instrument Co., Ltd

THANK YOU FOR YOUR SUPPORT!
Looking to reach the right audience?

Advertise in the UEG Journal: the perfect opportunity to showcase your products to your targeted audience while associating your company with the most prestigious federation in the gastroenterology field.

For all print and online advertising and sponsorship opportunities please contact:
T: +44 20 7324 8500
E: advertising@sagepub.co.uk
## UEG Week Programme Overview & Scientific Information

<table>
<thead>
<tr>
<th>Saturday</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening Plenary Session</strong></td>
<td><strong>Symposia</strong></td>
<td><strong>UEG Week Hotspot</strong></td>
<td><strong>Translational/Basic Science Pathway</strong></td>
<td><strong>Today’s Science; Tomorrow’s Medicine (TSTM)</strong></td>
</tr>
<tr>
<td><strong>Advances in Clinical GI and Hepatology</strong></td>
<td><strong>Live Endoscopy</strong></td>
<td><strong>Video Case Session</strong></td>
<td><strong>Free Paper Sessions</strong></td>
<td><strong>Poster Exhibition / Poster Champ Sessions / Posters in the Spotlight</strong></td>
</tr>
<tr>
<td><strong>Round Table Discussions</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ESGE Learning Area</strong></td>
<td><strong>Technical Exhibition</strong></td>
<td><strong>Industry Sponsored Symposia</strong></td>
<td><strong>Industry Sponsored Symposia</strong></td>
<td><strong>Industry Sponsored Symposia</strong></td>
</tr>
<tr>
<td><strong>Ultrasound Learning Centre</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Surgical Learning Area</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Business Meetings / Common Interest Groups</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Programme is subject to change

### EACCME – Continuing Medical Education

UEG is in the process of seeking approval from the European Accreditation Council for Continuing Medical Education in Brussels (EACCME), an institution of the UEMS, to provide EACCME credits for attendance at the scientific sessions of the core programme as well as for the postgraduate teaching programme of UEG Week. Through an agreement between the European Union of Medical Specialists and the American Medical Association, physicians may convert EACCME credits to an equivalent number of AMA PRA Category 1 Credits™.

### ESGENA Conference

The Conference of the European Society of Gastroenterology and Endoscopy Nurses and Associates (ESGENA) is an associated meeting at UEG Week with separate scientific programme and registration.

### Industry Sponsored Symposia

Different time slots are available for symposia organised by the industry:
- **60 min Breakfast Meetings**
  - Mon-Wed, October 30 – November 1, 2017, 07:00 – 08:00
- **90 min Industry Sponsored Symposia**
  - Sun, October 29, 2017; 16:15 – 17:45 & 18:00 – 19:30
  - Mon-Tue, October 30–31, 2017, 17:45 – 19:15

**Find out more on page 18f.**
Floor Plans

Hall 8.0, Ground Floor
- Core Programme,
  Hands-on Learning Areas
  and ESGENA Conference
- Speakers Centre
- Registration

Hall 8.1, First Floor
- Exhibition
- Meeting Rooms
- UEG Office / Meetings
New Metro Station “Fira”

Please note that the Fira Gran Via has a new Metro Station “Fira”. The walking distance from the station to the Main Entrance (North) will be 8-10 minutes. The new Metro Line L9 Sud is now in place and fully working. It connects the airport directly with Fira BCN Gran Via in 25 minutes and the connection to the city centre is now as well improved.
Sponsorship

Reasons for being part of 25th UEG Week

- Make the most out of your presence at UEG Week by generating unique leads to expand your business and create awareness for your brand. Why not standing out against your competitors and choose from the large variety of sponsoring options and advertising space at the congress venue?
- Contribute to medical education with the presentation of your latest research activities. Already thought about organising an industry sponsored symposium to present them to your target audience?

Sponsorship Levels

Industry is kindly invited to become a sponsor of the 25th UEG Week 2017 in Barcelona by choosing various options that are set out on the following pages of this brochure.

The total amount of the financial contribution (sponsorship options and exhibition space) of 25th UEG Week 2017 will determine the level of sponsorship. Registration fees paid by the sponsor for invited participants cannot be set off against the sponsorship amount.

<table>
<thead>
<tr>
<th>Level of Sponsorship</th>
<th>Minimum Payment (net)</th>
<th>Application Deadline for Preferred Sponsorship Options and Exhibition Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Partner</td>
<td>€ 210,000</td>
<td>Fri, February 10, 2017</td>
</tr>
<tr>
<td>Major Partner</td>
<td>€ 130,000</td>
<td>Fri, February 10, 2017</td>
</tr>
<tr>
<td>General Sponsor / Exhibitor</td>
<td>Below € 130,000</td>
<td>Fri, February 10, 2017</td>
</tr>
</tbody>
</table>

Every company will have the opportunity to become a Premium or Major Partner of UEG Week by paying the equivalent sum, irrespective of the UEG points (more information below) achieved so far for participation in previous UEG Weeks.

To ensure transparency, order and fairness for all companies, but also to reflect contributions by sponsors to previous UEG Weeks (UEG point system), the following ranking rules apply for allocation purposes within the same level of sponsorship and if booked until the application deadline for preferred sponsorship options and exhibition space:

- 1st criterion: Total amount of the financial contribution for 25th UEG Week 2017
- 2nd criterion: If two or more companies do show the same financial contribution the UEG point system will be applied.
- 3rd criterion: If there are still two or more companies showing the same level, date and time of application are used as criterion for ranking purposes and companies will be treated on a first-come, first served basis.

After Friday, February 10, 2017 all sponsorship & exhibition applications will be treated on a first-come, first-served basis.
UEG Point System

Achieved points are used for ranking according to the rules described in the section above.

The point system is managed by UEG, which will ensure appropriate points allocation and provision of necessary information to all the concerned parties. Each sponsor will be advised of the current point status individually upon request. Points gained from the previous 4 UEG Weeks (2013-2016) will be taken into account for ranking purposes for 25th UEG Week 2017.

For 25th UEG Week 2017 points can be achieved as follows:
- Premium Partner: 24 points
- Major Partner: 14 points
- General Sponsor / Exhibitor: 3 points with a minimum payment of € 30,000 (net)

→ One further point can be gained for each additional € 10,000 invested in sponsorship options or exhibition space

UEG Week Long-Term Partners

UEG will continue with the “UEG Week Long-Term Partners”, a category that rewards long-term industry support.

All companies who have been involved in UEG Week for at least the past 3 years and the current UEG Week (UEG Week 2014-2017) will be acknowledged in the printed final programme, on signage on-site and on the congress homepage, irrespective of their sponsorship level or gained points.

UEG wishes to express its special thanks to long-term support in this way.
Additional Information on Sponsorship Levels

In addition to the benefits of your sponsoring and/or exhibition support – for detailed information see the various sponsorship options and information regarding exhibition – your company will receive significant exposure and recognition through the benefits mentioned below:

<table>
<thead>
<tr>
<th>Additional Benefits</th>
<th>Premium Partners ≥ € 210,000</th>
<th>Major Partners ≥ € 130,000</th>
<th>General Sponsors / Exhibitors &lt; € 130,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority selection from the list of sponsorship options until Fri, February 10, 2017</td>
<td>1st choice</td>
<td>2nd choice</td>
<td>3rd choice</td>
</tr>
<tr>
<td>Priority choice of date for an industry sponsored symposium until Fri, February 10, 2017</td>
<td>1st choice</td>
<td>2nd choice</td>
<td>3rd choice</td>
</tr>
<tr>
<td>Priority choice of your own exhibition booth space from the available spaces based on a given layout by UEG, no influence on surrounding areas until Fri, February 10, 2017</td>
<td>1st choice</td>
<td>2nd choice</td>
<td>3rd choice</td>
</tr>
<tr>
<td>Priority choice of meeting rooms / business lounges until Fri, February 10, 2017</td>
<td>1st choice</td>
<td>2nd choice</td>
<td>3rd choice</td>
</tr>
<tr>
<td>Permission to extend the exhibition booth height in the hall to a maximum of</td>
<td>max. of 5 m</td>
<td>max. of 4 m</td>
<td>max. of 3.50 m</td>
</tr>
<tr>
<td>Suspensions from the ceilings in the exhibition hall</td>
<td>max. height of 7 m (upper rim - truss, lights included)</td>
<td>max. height of 5 m (upper rim - truss, lights included)</td>
<td>no suspension</td>
</tr>
<tr>
<td>Named as Premium/Major Partner in congress publications and on-site with a company logo display</td>
<td>✔</td>
<td>✔</td>
<td>n/a</td>
</tr>
<tr>
<td>Named as Premium/Major Partner on the congress website with a company logo display and a hyperlink to your company’s website</td>
<td>✔</td>
<td>✔</td>
<td>no logo display no hyperlink</td>
</tr>
<tr>
<td>Use of the official congress logo with designation of Premium or Major Partner or General Sponsor/Exhibitor for advertising (after approval by UEG)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Priority choice of hotel booking for the upcoming UEG Week Vienna 2018</td>
<td>✔</td>
<td>✔</td>
<td>n/a</td>
</tr>
<tr>
<td>Congress registrations (access to scientific sessions)</td>
<td>5</td>
<td>3</td>
<td>n/a</td>
</tr>
<tr>
<td>Exhibitor registrations (no access to scientific sessions)</td>
<td>35 additional</td>
<td>20 additional</td>
<td>n/a</td>
</tr>
<tr>
<td>Free tickets for the Premium Partner’s own industry sponsored symposia</td>
<td>200</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Congress bags</td>
<td>5</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>
## Stand Building Heights & Suspensions from the Ceiling

<table>
<thead>
<tr>
<th>Hall</th>
<th>Hall Heights</th>
<th>Max. Building Heights</th>
<th>Suspensions from the Ceilings</th>
<th>Water Connection &amp; Drainage</th>
<th>Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hall 8.1</td>
<td>10 m</td>
<td>5 m</td>
<td>4 m</td>
<td>3.5 m</td>
<td>7 m</td>
</tr>
</tbody>
</table>

### Important Dates

- Application deadline for preferred sponsorship options & exhibition space: **Fri, February 10, 2017**
- Deadline to submit details for industry sponsored symposia programme: **Fri, March 3, 2017**
- Approval of industry sponsored symposia programmes by the Scientific Committee: **Fri, April 3, 2017**
Sponsorship Options

On the following pages, you get acquainted with possible sponsorship options. If any idea of an item or advertising option is not included in this brochure and comes to your mind, please contact us.

**Note for compliance:** All branding and advertising artworks need to be in compliance with the local codes of practice with regard to the promotion of prescription medicines.

**Note for submission of orders:** If not otherwise stated the latest order deadline for sponsorship options is **Friday, August 18, 2017**. After this deadline, bookings are only possible upon check of feasibility.

## Industry Sponsored Symposia

25th UEG Week 2017 is the ideal platform for presenting your latest research to a large targeted audience. The following time slots are reserved:

<table>
<thead>
<tr>
<th>Symposium Category</th>
<th>Date</th>
<th>Time</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 min Breakfast Meetings</td>
<td>Mon, Oct. 30, 2017</td>
<td>07:00 – 08:00</td>
<td>€ 20,000</td>
</tr>
<tr>
<td></td>
<td>Tue, Oct. 31, 2017</td>
<td>07:00 – 08:00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wed, Nov. 1, 2017</td>
<td>07:00 – 08:00</td>
<td></td>
</tr>
<tr>
<td>90 min Industry Sponsored Symposa</td>
<td>Sun, Oct. 29, 2017</td>
<td>16:15 – 17:45 or 18:00 – 19:30</td>
<td>€ 50,000</td>
</tr>
<tr>
<td></td>
<td>Mon, Oct. 30, 2017</td>
<td>17:45 – 19:15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tue, Oct. 31, 2017</td>
<td>17:45 – 19:15</td>
<td></td>
</tr>
</tbody>
</table>

Industry sponsored symposia will be running in parallel with other industry sponsored symposia. A maximum of five parallel symposia are scheduled but UEG reserves the right to adapt this number. The programme of an industry sponsored symposium is not affiliated with UEG and the responsibility for the content remains with the company.
Included Benefits

- Provision of a lecture room located at the congress venue with a capacity of at least 400 seats for Premium Partners and 300 seats for Major Partners and General Sponsors
- Supply of basic AV equipment in the lecture room
- Publishing of meeting programme and inclusion of sponsor name in a dedicated industry section in the printed final congress programme
- Publishing of meeting programme and inclusion of sponsor name online in a dedicated industry section on the congress website
- Sponsors may set-up displays at the congress venue (location to be approved by UEG; production and set-up by the sponsor) on the day prior to the symposium until the end of the symposium as follows:
  - 1 roll-up for a breakfast meeting
  - 2 roll-ups for a 90 min symposium
- Sponsors may set-up 1 roll-up directly in front of the respective lecture room 30 min prior to the symposium
- Sponsors may print 1 poster (size Din A0) to announce the symposium and display it at a central poster wall provided by UEG
- Sponsors may distribute flyers 30 min prior to the symposium directly in front of the respective meeting room. For breakfast meetings the sponsor is entitled to distribute flyers in a given 30 min time slot (location and time slot will be provided and approved by UEG)
- Sponsors may publish their programme, abstracts and proceedings themselves

The price does not include:
Travel expenses, hotel accommodation and congress registration for speakers/chairs are not included in the price for an industry sponsored symposium and speakers/chairs need to be registered as delegates. In case speakers/chairs of your symposium form part of UEG Week’s confirmed faculty, the above expenses will be taken care of by UEG in line with stipulated faculty packages* (this may imply that you still have to cover costs). Please note that active members of the UEG Scientific Committee and the UEG Council are not permitted to speak in or chair UEG Week industry sponsored symposia.

*faculty packages are subject to change at all times
### Printed / Produced Items for 25th UEG Week 2017

#### Final Programme

Format: Printed (min. of 8,000 – 10,000 copies), 160 mm width, 220 mm height and as pdf online on the UEG Week website, 4 colour advert

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Inside Back Cover</th>
<th>Inside Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page advert</td>
<td>€ 11,000</td>
<td>€ 8,000</td>
</tr>
<tr>
<td>Half page advert</td>
<td>n/a</td>
<td>€ 4,000</td>
</tr>
</tbody>
</table>

#### Bookmark for Printed Final Programme

The bookmark is attached to the printed final programme (min. of 8,000 – 10,000 copies) and is a practical tool for this reference document. The item provides significant visibility for the promoting company as both sides of the bookmark are reserved for the sponsor.

Format: 65 mm width, 170 mm height, 4 colour imprint

€ 25,000

#### Pocket Programme

The pocket programme is a practical pocket guide providing delegates with a quick day-to-day view of the programme and shows an overview of the venue.

Benefit: 2 pages for your sponsor advertisements

Format: Printed (min. of 8,000 – 10,000 copies), height size to be confirmed, 4 colour advert

€ 35,000

#### USB-Stick including Abstracts of UEG Week*

Your company logo will be printed on the number of USB-sticks sponsored by you.

(minimum order: 5,000 pieces)

€ 12 per piece

*Production yet to be confirmed by UEG – please check availability with us.

#### Exhibition Floor Plan

The exhibition floor plan serves as a guide through the technical exhibition and will be distributed at the entrances of the exhibition area.

Format: Printed (min. of 10,000 copies), Din A4, 4 colour advert

Benefit: 1 page sponsor advertisement on the back side

€ 6,000

#### Lanyard for Name Badge

Badges must be worn by delegates at all times within the congress venue and guarantee high visibility of the sponsor’s logo throughout the whole congress.

Benefit: Placement of your company logo together with the congress branding

€ 35,000
Writing Pads and Ballpoint Pens

Ensure your continued visibility to each participant throughout the congress as writing pads and ballpoint pens will be inserted into the delegate’s congress bags.

Benefit: Placement of your company logo together with the congress branding

€ 5,000 *

*as a grant towards advertising costs; production (min. amount of 10,000 pieces each) and delivery to the designated warehouse is provided by the sponsor

Congress Bag Insert

Take the opportunity to provide additional information to delegates by placing an insert in the delegate’s congress bag.

Format: Max. 4 pages of a Din A5 leaflet or a double-sided Din A4 leaflet, content to be approved by UEG

Note: Production and delivery to the designated warehouse is provided by the sponsor

€ 8,000 per supplement

Signage at the Congress Venue

Informational signage boards will be placed strategically throughout the entire conference venue.

Benefit: Display of your company logo on these signs

€ 48,000 exclusive

€ 15,000 per sponsor
Website & Digital Items

UEG Week Website & UEG Week Live

Take the possibility to promote your company on the UEG Week website http://www.ueg.eu/week and on UEG Week Live http://www.live.ueg.eu/week. The UEG Week website serves as the main source of information for all delegates. The UEG Week Live features livestreams of sessions including Q&A options, social media feeds where all participants can share their conference experience, daily up-to-date news and UEG Week 24/7 presenting the webcasts of recorded sessions.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Week Package</th>
<th>Week Live Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion period</td>
<td>September 2017 until end of 25th UEG Week 2017</td>
<td>during 25th UEG Week 2017</td>
</tr>
<tr>
<td>Company logo with a hyperlink to your company’s website in the UEG Week sponsors &amp; exhibitors section of the UEG Week website</td>
<td>✔</td>
<td>n/a</td>
</tr>
<tr>
<td>Company logo with a hyperlink to your company’s website on dedicated pages of the UEG Week Live</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Visibility of hyperlink before the congress</td>
<td>✔</td>
<td>n/a</td>
</tr>
<tr>
<td>Visibility of hyperlink during the congress</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Possibility of a one-time change of hyperlink so that it directs then to an information site about your industry sponsored symposia</td>
<td>✔</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Fee for UEG Week Website & Live

- Week Package: €10,000
- Week Live Package: €7,000

Limited to a max of 3 sponsors

Layout subject to change
WiFi Welcome Screen

While participants connect to the venue’s wireless network in order to access the internet onsite, a welcome screen to introduce them to the network is presented. Benefit: Your company logo will be placed on this screen.

€ 15,000 exclusive
€ 5,000 per sponsor (max. 3 sponsors)

UEG Week Congress App

The UEG Week congress app is free for participants and provides mobile device users with on-the-go access to the congress’ most exciting interactive features. The app includes features as browsing the full congress programme, a Q&A tool to send questions as text messages to the chairs of a session, an audience voting tool for interactive polls during sessions, information about all sponsors and exhibitors and much more. Enhance your presence at UEG Week.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Splashscreen &amp; Dashboard</td>
<td>€ 10,500</td>
</tr>
<tr>
<td>Company profile</td>
<td>€ 2,200</td>
</tr>
<tr>
<td>Push Notification</td>
<td>€ 500 per Push Notification</td>
</tr>
</tbody>
</table>

Audience Voting Tool via the Congress App

The UEG Week congress app includes a tool for audience voting during sessions. Make the programme of your industry sponsored symposia more interactive and introduce some questions where delegates need to vote. The result of the voting will be shown on the screen within seconds. Please note: As not all session rooms do provide this opportunity check with UEG availability for the room where your industry sponsored symposium is taking place.

€ 3,400 per symposium

Questions & Answers Tool

Make the programme of your industry sponsored symposia more interactive and allow delegates to send questions in form of a text messages to the chairpersons of your running session who will receive them directly at the desk to select them for presentation to the audience.

€ 1,500 per symposium
Webcast Recording Package

UEG is delighted to be offering a very attractive, high value webcast recording package for industry sponsored symposia. Publish your recorded symposium in the UEG Education Library and increase the awareness of your symposium by reaching out to a huge audience of peers, and hence making it accessible long beyond 25th UEG Week 2017. For more information please contact us directly.

€ 10,000

UEG Week Social Wall

The UEG Week social walls visualise ongoing discussions of the online community at and around UEG Week. Posts from all relevant social networks will be displayed on several screens throughout the venue.
Benefit: Place your company logo and be visible in both worlds.

€ 15,000 exclusive
€ 5,000 per sponsor (max. 3 sponsors)
UEG Week Information Screens

During UEG Week all kinds of congress-related information as last-minute programme changes, upcoming congress highlights or general congress information will be shown in a fixed rotating schedule on several screens spread throughout the venue.

Benefit: Placement of one slide with your company logo or message within the rotating slides

€ 2,500 per slide (max. 5 sponsors)

UEG Week Newsletter

With the UEG Week newsletter, we keep our registered delegates up to date regarding all UEG Week related information. Take advantage of placing your advert banner and promoting for example your industry sponsored symposia.

Format: Digital, publishing period: 3 times between end of August 2017 until 25th UEG Week 2017

<table>
<thead>
<tr>
<th>Benefit</th>
<th>1 Newsletter</th>
<th>2 Newsletters</th>
<th>3 Newsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advert banner &amp; hyperlink to your company’s website (1 sponsor per newsletter)</td>
<td>€ 9,000</td>
<td>€ 16,200</td>
<td>€ 24,300</td>
</tr>
</tbody>
</table>
Premises at the Congress Venue

E-Poster Terminals
Throughout the poster exhibition several e-poster terminals will be located where all uploaded UEG Week posters can be searched for and viewed electronically by delegates. The UEG Week Poster Champ Sessions will also take place there daily and attract many delegates.
Benefit: Display of your company logo or message on one side of the swivelling arm of each e-poster terminal

€ 3,500 per terminal

Speakers Centre
All speakers of UEG Week are required to upload their presentations via the speakers centre, which makes it a highly frequented spot at the venue.
Benefit: You will be acknowledged as speakers centre sponsor with your company logo at the entrance sign of the speakers centre and on a sign within the Speakers Centre. Your company logo will be displayed on the screen saver of all computer stations. In addition, you are invited to provide mouse pads with your company logo or message for the speakers centre.

€ 15,000

Internet Centre
A minimum of 5-10 internet stations will be set-up in the internet centre which will be located in a prominent area of the congress venue. The internet centre is open to all congress delegates.
Benefit: Your company logo will be displayed on the screen saver and screen background. In addition, you are invited to provide mouse pads with your company logo or message for the internet centre.

€ 20,000

Young GI Lounge
This comfortable area is the place to meet for gastroenterology trainees and young fellows at UEG Week where several activities like the Young GI Mentoring Programme are taking place.
Benefit: You will be acknowledged as sponsor of the Young GI lounge with your company logo at the entrance sign of the Young GI lounge and on a sign within the lounge.

€ 15,000
Company Meeting Rooms*

There are several company meeting rooms available, which are the ideal spot for informal business meetings up to a max. of 20 persons. Please note that product placements or educational lectures are not permitted within these rooms. The different meeting room sizes, the respective price list and the application form is available online: www.ueg.eu/week/

<table>
<thead>
<tr>
<th>Room Size</th>
<th>Capacity*</th>
<th>Cost per day 08:00 – 18:00</th>
<th>Cost per ½ day 08:00 – 12:30 or 13:30 – 18:00</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 sqm</td>
<td>12</td>
<td>€ 1,000</td>
<td>€ 600</td>
</tr>
<tr>
<td>32 sqm</td>
<td>16</td>
<td>€ 1,250</td>
<td>€ 750</td>
</tr>
<tr>
<td>40 sqm</td>
<td>18</td>
<td>€ 1,400</td>
<td>€ 840</td>
</tr>
<tr>
<td>64 sqm</td>
<td>20</td>
<td>€ 1,750</td>
<td>€ 1,050</td>
</tr>
<tr>
<td>&gt;64 sqm</td>
<td>*on request</td>
<td>n/a</td>
<td></td>
</tr>
</tbody>
</table>

*without technical equipment, any implementation of technical equipment may reduce the seating capacity
**a different room set-up needs to be coordinated with and approved by UEG and is not possible for ½ day room rentals

*Company meeting rooms can only be booked in addition with other sponsoring items or exhibition booth space.

Company Welcome Desk

The company welcome desks will be located in the entrance hall and companies have the possibility to welcome their groups and hand out congress related material through their staff. Benefit: Size approx. 2 m x 2 m, display of company logo above the desk € 6,500 per desk

Device Charging Box

Enable delegates’ devices to stay the course by sponsoring the charging station and be visible in what will be a well-frequented spot. Benefit: Display of your company logo or message on the charging station Price on request
Advertising Options

Important Dates for Artworks, if not otherwise stated

Submission of artworks to UEG for approval: Fri, August 25, 2017
Submission deadline for print files: Fri, September 8, 2017

Note for compliance: All branding and advertising artworks need to be in compliance with the local codes of practice with regard to the promotion of prescription medicines.

Inside the Fira Barcelona

Walkway to Exhibition Hall 8.1 and to Plenary Hall 6

Decoration Moving Walkway Hall 8.1 (C8.1)

Over all decor promotion placed on the moving walkway to Hall 8.1. Leading to Plenary Hall 6 and vice versa.

Size: 61.50 x 0.57 m (w x h) x 6 sides
Available quantity: 1
Duration of advertisement: During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

Price over all decor: € 14,500

Decoration Moving Walkway Hall 8.1 (C8.2)

Over all decor promotion placed on the moving walkway to Hall 8.1. Leading to Plenary Hall 6 and vice versa.

Size: 33.60 x 0.56 m (w x h) x 6 sides
Available quantity: 1
Duration of advertisement: During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

Price over all decor: € 14,500
Double Sided Drop Banners (BI)

Double sided drop banners, in the walkway to Hall 8.1

Size per drop banner: 0.70 x 1.40 m (w x h)
Available quantity: 3
Duration of advertisement: During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

Price per ten banners double sided: € 4,200

Decoration Escalator to Hall 8.1

Four sided decoration of escalator to exhibition Hall 8.1

<table>
<thead>
<tr>
<th></th>
<th>EH8.1</th>
<th>EH8.2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size:</td>
<td>21.8 x 0.62 m (w x h) x 4 sides</td>
<td>17.70 x 0.58 m (w x h) x 4 sides</td>
</tr>
<tr>
<td></td>
<td>including glass railing upstairs, size:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6.79 x 0.73 m (w x h)</td>
<td>6.90 x 0.73 m (w x h)</td>
</tr>
<tr>
<td>Available quantity:</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Duration of advertisement:</td>
<td>During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)</td>
<td>During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)</td>
</tr>
<tr>
<td>Price:</td>
<td>€ 17,500</td>
<td>€ 17,500</td>
</tr>
</tbody>
</table>
Indoor Illuminated Ground Board (OS)

These movable two-sided displays will be placed according to your wishes (upon consultation of the UEG) in the walkway to Hall 8.1 and Hall 6. These displays require power supply which is included.

Size: 0.91 x 1.41 m (w x h)
Available quantity: 3
Duration of advertisement:
During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

Price per board double sided including power supply: € 3,600

Floor Vinyl Sticker (VI)

These vinyl stickers will be placed according to your wishes (upon consultation of UEG) in the walkway to Hall 8.1 and Hall 6.

Size: Ø 2.50 m
Available quantity: 4
Duration of advertisement:
During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

Price per sticker for walk way area (Hall 8.1): € 4,800

Interior Support (F)

This double sided free standing board will be placed according to your wishes (upon consultation of UEG) either in the walkway of Hall 8 or in Hall 8.1.

Size: 1.10 x 1.75 m (w x h)
Available quantity: 6
Duration of advertisement:
During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

Price per board double sided € 2,100 for walk way area (Hall 8.1)
Price per board double sided € 3,200 for registration area (Hall 8)
**Interior Support Illuminated (ISI)**

This double sided free standing ILLUMINATED board will be placed according to your wishes (upon consultation of UEG) either in the walkway of Hall 8 or in Hall 8.1.

Size: 0.8 x 2.00 m (w x h)
Available quantity: 4
Duration of advertisement:
During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

Price per board double sided € 3,400 for walk way area (Hall 8.1)
Price per board double sided € 4,200 for registration area (Hall 8)

**Decoration Escalator at Hall 6 (EH7)**

Size: C – 12.80 x 0.62 m (w x h) x 4 sides and D 17.90 x 2.88 m (w x h) 1 side
Available quantity: 1
Duration of advertisement:
During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

Price: € 16,500
Seating Cubes

Seating cubes allow delegates to take a break and enjoy sitting down while your company message gains optimal visibility. Several locations throughout the venue and mainly within the networking areas offer a unique way to promote your company.

Benefit: 5 sides of the cube can be branded with your company logo or message
Format: 50 x 50 x 50 cm
Cubes are reusable
The removal and transportation after the congress is not included
Duration of advertisement: Depending on location

Price per 25 cubes: € 4,500

Water Dispenser

Several water dispensers (min. of 15 dispensers) will be provided for the use of delegates throughout the congress venue at prominent places.

Benefit: Display of your company logo or message on each water dispenser
Duration of advertisement: Depending on location

Price per 15 water coolers: € 9,800

Water Bottles (WB)

The water bottles will be included in the congress bag and distributed to every congress delegate.

Format: 250 ml natural water in PET bottles,
Quantity: 10,000 bottles
Benefit: Display of your company logo or message on each bottle together with the UEG Week logo

Price: € 19,500
Coffee Cups (CoC)*

Deliver your message or make your company logo visible by branding the UEG Week coffee cups, which will be distributed to delegates at the designated networking areas.

Format: 200 ml cups (size is subject to change)  
Quantity: min. of 25,000 pieces  
Duration of advertisement: Depending on location

Price: € 19,500

*Production yet to be confirmed by UEG – please check availability with us.

Lectern Sign Coverage

This single sided sign will cover the lectern

Size: 0.71 x 1.19 m (w x h)  
Duration of advertisement:  
During the time slot of your satellite symposium

Price: € 450

4-Seat-Chairpersons Table Coverage

This sign will be placed on the front of the presidium.

Size branding: 2 x (1.60 x 0.80 m)  
Duration of advertisement:  
During the time slot of your satellite symposium

Price for a 4-seat desk coverage: € 560
Outside the Fira Barcelona North Entrance, Hall 8

**Outdoor Ground Board (L – 2)**

Five double sided ground boards, in the square in front of Hall 8

- Size: 1.20 x 2.00 m (w x h)
- Available quantity: 5
- Duration of advertisement:
  During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

**Price per board double sided:** € 4,300

---

**Free Standing Tower (CP 2)**

One standing tower, in front of the North Entrance

- Size: Front: 8 x 5 m (w x h) Right: 1.50 x 5 m (w x h) Left: 1.50 x 5 m (w x h)
- Available quantity: 1
- Duration of advertisement:
  During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

**Price:** € 17,600

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**Quadrangular Totem (TOTEM)**

Quadrangular totem, four sided print, in the square in front of Hall 8

- Size: 1.20 x 2.04 x 1.20 m (w x h x d)
- Available quantity: 3
- Duration of advertisement:
  During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

**Price per totem, 4 prints:** € 6,900
Quadrangular Tower (TC – 2)

Two quadrangular towers, four sided print, in the square in front of Hall 8

Size: 1.15 x 4.00 x 1.15 m (w x h x d)
Available quantity: 2
Duration of advertisement:
During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

Price per tower, 4 prints: € 7,900

Quadrangular Tower (TCA)

Two quadrangular towers, four sided print, in the square in front of Hall 8

Size: 1.50 x 6.00 x 1.50 m (w x h x d)
Available quantity: 2
Duration of advertisement:
During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

Price per tower, 4 prints: € 8,900

25th UEG Week 2017 – Anniversary Sponsoring Item

Split Flap

This unique item combines 40 individually controlled boxes, all together they show your company logo or a message, which will be rotated with other images and messages from UEG & UEG Week.

Size: 320 x 150 cm
Duration of advertisement:
During the whole congress (Sat, Oct. 28 – Wed, Nov. 1)

Price on request (max. 2 sponsors)

Floor Plans for Advertising Options

The floor plans are currently in developement and available on request, but no later than January 2017.
Technical Exhibition

Reasons for exhibiting

• All of the leading companies in the field of gastroenterology are present – be one of them!
• The technical exhibition provides an excellent opportunity to communicate latest advances in technology, products and therapies to delegates – take advantage of this opportunity!
• Delegates do increasingly welcome the opportunity to tap into the expertise of exhibitors who answer questions and provide hands-on product demonstration – do not miss out this knowledge exchange and networking possibility!

Space rental fee and included services

<table>
<thead>
<tr>
<th>Space rental fee per square metre net (minimum area of a stand is 9 sqm)</th>
<th>Regular fee for companies € 800*</th>
<th>Reduced fee for publishing houses / book stores € 400*</th>
</tr>
</thead>
</table>

* all prices mentioned are net, 21 % VAT will be added, if applicable

The space rental fee includes:

• Net stand area (floor space without equipment or services)
• Listing of name in the exhibitor list
• Short description of company in the exhibitors’ & sponsors’ section of the UEG Week congress app
• Cleaning of general surfaces (aisles) and heating/air conditioning
• Exhibitors’ technical manual (available in April 2017)
• Venue security during the opening hours
• Exhibitor and congress registrations

<table>
<thead>
<tr>
<th>Booth size</th>
<th>Company staff only</th>
<th>Access to scientific sessions</th>
<th>Valid for</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 exhibitor registrations * per full 9 sqm</td>
<td>no</td>
<td>no</td>
<td>exhibitors</td>
</tr>
<tr>
<td>1 free congress registration 1</td>
<td>9 – 54 sqm yes</td>
<td>yes</td>
<td>full-paying exhibitors</td>
</tr>
<tr>
<td>2 free congress registrations 1</td>
<td>&gt; 54 sqm yes</td>
<td>yes</td>
<td>full-paying exhibitors</td>
</tr>
</tbody>
</table>

* additional badges will be charged with € 120 including 21 % VAT for a 3-day badge and with € 40 including 21 % VAT for a one day badge.

Additional congress registrations for company staff can be bought for a special rate per badge of € 200 including 21 % VAT.

The exhibition application form can be found on www.ueg.eu/week

The space rental fee does not include but services can be ordered separately:

• Partition walls, carpet and fascia boards
• Furniture and decoration
• Power supply
• Stand cleaning
• Exhibitor insurance
• Data network and telephone
Provisional Exhibition Hours

<table>
<thead>
<tr>
<th>Set-up</th>
<th>Thu Oct 26, 2017 (Premium &amp; Major Partner)</th>
<th>08:00 – 20:00 (space &gt; 80 sqm)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fri Oct 27, 2017</td>
<td>08:00 – 20:00 (space &gt; 50sqm)</td>
</tr>
<tr>
<td></td>
<td>Sat Oct 28, 2017</td>
<td>08:00 – 20:00</td>
</tr>
<tr>
<td></td>
<td>Sun Oct 29, 2017</td>
<td>08:00 – 20:00</td>
</tr>
<tr>
<td></td>
<td>Mon Oct 30, 2017</td>
<td>09:00 – 17:00</td>
</tr>
<tr>
<td></td>
<td>Tue Oct 31, 2017</td>
<td>09:00 – 17:00</td>
</tr>
<tr>
<td></td>
<td>Wed Nov 1, 2017</td>
<td>09:00 – 14:00</td>
</tr>
<tr>
<td></td>
<td>Wed Nov 1, 2017</td>
<td>15:00 – 22:00</td>
</tr>
<tr>
<td></td>
<td>Thu Nov 2, 2017</td>
<td>07:00 – 20:00</td>
</tr>
</tbody>
</table>

Important Dates

Circulation of Exhibitors’ technical manual: April 2017
Submission deadline for the company description for the UEG Week congress app: Fri, August 18, 2017
Deadline for sending construction plans for self-built booths: Fri, August 18, 2017
Deadline to send order forms for additional services: Fri, August 18, 2017
Submission deadline for total required exhibitor badges: Fri, September 15, 2017
Submission deadline for total congress registrations for company staff: Fri, September 15, 2017
Deadline for entering names for exhibitor and congress registrations for company staff: Fri, October 06, 2017

NEW
Additional set-up day without costs

For 50% of UEG Week delegates the exhibition is one of their key reason for attending.
Registration for Delegates

UEG Week is the premier venue for researchers from across the globe to present their latest research. If your company would like to invite participants to the 25th UEG Week 2017, we provide a special group registration offer to you, where you can take advantage of the early registration fees.

Registration Fees

<table>
<thead>
<tr>
<th>Registration and payment received by</th>
<th>Congress days</th>
<th>Thu, May 18, 2017</th>
<th>Thu, Sept. 14, 2017</th>
<th>after Thu, Sept. 14, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate</td>
<td>Mon - Wed</td>
<td>€ 470</td>
<td>€ 600</td>
<td>€ 750</td>
</tr>
<tr>
<td>Postgraduate Teaching Programme</td>
<td>Sat - Sun</td>
<td>€ 250</td>
<td>€ 250</td>
<td>€ 250</td>
</tr>
<tr>
<td>Delegate + Postgraduate Teaching Programme</td>
<td>Sat - Wed</td>
<td>€ 720</td>
<td>€ 850</td>
<td>€ 1,000</td>
</tr>
<tr>
<td>Fellow in Training*</td>
<td>Mon - Wed</td>
<td>€ 200</td>
<td>€ 225</td>
<td>€ 250</td>
</tr>
<tr>
<td>Postgraduate Teaching Programme, Fellow in Training*</td>
<td>Sat - Sun</td>
<td>€ 100</td>
<td>€ 100</td>
<td>€ 100</td>
</tr>
<tr>
<td>Fellow in Training + Postgraduate Teaching Programme*</td>
<td>Sat - Wed</td>
<td>€ 300</td>
<td>€ 325</td>
<td>€ 350</td>
</tr>
</tbody>
</table>

All registration fees are stated in Euro (€) and include 21 % local VAT.

* Applicants must be under 40 years of age and a certificate from the supervisor or head of department must be forwarded together with the registration.

Group Registration

Group Registration (minimum purchase: 10 registrations)
If you order group registration with full pre-payment by Thu, Jun 1, 2017 you can take advantage of the extended early registration fees, otherwise for Group Registrations the regular fees and deadlines apply.

Order and full pre-payment received until Thu, Jun 1, 2017.
Submission of names of your delegates until Fri, Sept 22, 2017.

More information can be found on the UEG Week congress website.

Please note that we kindly request the provision of e-mail addresses for all delegates registered via a company. Without providing the email addresses, delegates may not be able to take advantage from the included benefits such as access to UEG Week 24/7.
Housing

The official local housing partner for 25th UEG Week Barcelona 2017 is Mondial Congress & Events, offering hotel accommodation for groups and individuals.

Mondial Congress & Events has blocked rooms in various hotels in different price categories. The hotels are located throughout the city of Barcelona – the congress venue Fira Barcelona can be comfortably reached from all hotels by public transport by bus (TMB Lines: 72 and 79) or train (FGC Lines S8, S33, R6, R5, S4 station Europa/Fira), as well as with the Metro (Line 9 Sud new metro station “Fira”).

Please refer to the 25th UEG Week 2017 housing website for an up-to-date hotel list, hotel descriptions and maps as well as the booking link and contact details.

As Barcelona is a popular destination, we highly recommend booking your hotel accommodation as soon as possible.

Group Reservations (10 rooms and more)

Group reservations for 10 rooms or more can only be made by special request. Please choose your preferred hotel and send your request by email to: uegweek.housing@mondial-congress.com. Please state number of rooms, arrival and departure dates, room type (single or double), preferred hotel and/or location and maximum room rate. As soon as reservation for groups is open, a tailor-made offer will be sent to you within 2 working days of the receipt of your request, including the payment and cancellation conditions.

Individual Reservations (max. 9 rooms)

Individual reservations can be made online from Monday, January 16, 2017. For up-to-date availability and immediate confirmation, please book your room through the online booking site.

Caution

UEG has been made aware of several service providers who have contacted a number of companies supporting UEG Week, to offer hotel reservation services.

Please note that only the UEG approved official housing partner Mondial Congress & Events is authorised to use its name on information they send out to exhibitors and sponsors.

UEG recommend that companies do not give information or data to any of these service providers.

Find out more on www.ueg.eu/week/attendance/housing
Choose your way of learning!

Online Courses
- Learn whenever and wherever you are

Postgraduate Teaching Programme
- Keep on track with your training at UEG Week

Evidence Based Medicine Course
- Summer School

Classroom courses
- Get hands-on training, discuss and learn face-to-face with your colleagues

Basic Science Course
- Young Investigators Meeting

Recordings
- Search over 23,000 items

Library
- Standards and Guidelines

Latest News
- Stay up to date in the field

Mistakes in...
- Journal watch

Blogs discussing hot topics

Solve cases with the community online

Find out more, visit www.ueg.eu/education
Annex 1
UEG Week Industry Guidelines and Terms & Conditions

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United European Gastroenterology (UEG) GmbH, hereinafter referred to as UEG, has developed the “UEG Week Industry Guidelines and Terms & Conditions” in order to ensure the smooth functioning of the official congress activities and optimal attendance by delegates and to maintain the highest level of ethics, fairness and transparency in our interaction with each other.

The guidelines govern the relationship between the organisers of the congress and the involved industry representatives before, during and after the annual UEG Week. The application by a company for sponsorship options and/or exhibition space implies acceptance of the UEG Week Industry Guidelines and Terms & Conditions.

Please read the guidelines carefully and share with the necessary colleagues and agencies involved in the organisation of your UEG Week activities.

For more detailed information regarding sponsorship levels and options, exhibition space, dates and deadlines, please see the Sponsoring & Exhibition Brochure.

Date of publication and effective from October 2016
Codes, Compliance and Ethical Business Practices Clause

Observance of Statutory Rules and Regulations
With respect to the use of the agreed exhibition space, the content of industry-sponsored symposia, advertising activities as well as the general admissibility of the activities which the company plans to perform at the congress, the company acknowledges that it shall be solely responsible for the observance of all statutory rules and regulations applicable to the jurisdiction in which the congress venue is located. It is being agreed that the organiser shall not be under any obligation to inform the company of such legal provisions.

Each sponsor and/or exhibitor is responsible for the material and information provided at the congress and may only display this at their stand, at their industry sponsored symposia or at an officially and legally approved site in compliance with both the legislation of the host country and of the congress.

Codes of Practice and Pharmaceutical Product Promotion
All companies and associations participating in 25th UEG Week 2017 are advised to consult the guidelines and codes of practice applicable to Spain and Barcelona. It is the sponsor’s / exhibitor’s responsibility to comply with the local authority’s regulations. The company hence accepts all liability in all cases of non-compliance with these codes.

- Farmaindustria – Spanish Association for the Pharmaceutical Industry
  http://www.farmaindustria.es/Farma_Public_ING/Codigo/index.htm
- EFPIA – European Federation of Pharmaceutical Industries and Associations
  http://www.eu-repharma.eu/Farma_EFPIA/index.htm
- IFPMA – International Federation of Pharmaceutical Manufacturers and Associations
- MedTech Europe – Represents the European Medical Technology Industry
  http://www.medtecheurope.org/industry-themes/topic/93
- EDMA – European Diagnostic Manufacturers Association
- COCIR – The European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry
  http://www.cocir.org/
- EACCME® – The European Accreditation Council for CME
  http://www.uems.eu/uems-activities/accreditation/eaccme

Ethical Business Practices Clause
By becoming a sponsor and/or exhibitor of UEG Week, the company and UEG (the parties) agree to conduct the business contemplated herein in a manner, which is consistent with both the laws applicable to the respective party and the good business ethics. Specifically, the parties warrant that in connection with the agreement, they will conduct their activities in compliance with the anti-bribery/anti-corruption/anti-money-laundering laws being applicable to the respective party.

Further, the parties shall indemnify, that all books, records, invoices, and other documents relating to payments and expenses under the agreement are and shall be complete and accurate and reflect in reasonable detail the character and amount of transactions and expenditures.

Industry Sponsored Symposia Terms & Conditions

Programme & Faculty
Industry sponsored symposia organised by the pharmaceutical companies, the medical device industry or other companies will have, as their main objective, the dissemination of scientific data and innovation, which will enhance the congress experience for all participants. The organiser of each industry sponsored symposium must assume the responsibility for overseeing that the messages and conclusions presented during the symposium are based on hard scientific data.

The programme proposal will not be accepted if it is judged to be promotional rather than educational. No product names or brand names/ trademarks are allowed in the symposium or presentation titles or in the scientific programme of industry sponsored symposia. The symposium or presentation titles may contain a generic name. The sponsor must inform the chairperson(s) / speakers of this responsibility.

The programme of an industry sponsored symposium is not affiliated with UEG and the responsibility for the content remains with the company.

Symposium and presentation titles, speakers’ names as well as the sponsors’ name will be included in dedicated sections in the UEG Week final programme, on the congress website and in the congress app after approval by the UEG Scientific Committee.

Travel expenses, hotel accommodation and congress registration for speakers/chairs are not included in the price for an industry sponsored symposium and speakers/chairs need to be registered as delegates. In case speakers/chairs of your symposium form part of UEG Week’s confirmed faculty, the above expenses will be taken care of by UEG in line with stipulated faculty packages* (this may imply that you still have to cover costs). Please note that active members of the UEG Scientific Committee and the UEG Council are not permitted to speak in or chair UEG Week industry sponsored symposia.

*faculty packages are subject to change at all times

Session Slot Allocation
Industry sponsored symposia will be running in parallel with other industry sponsored symposia. A maximum of five parallel symposia are scheduled but UEG reserves the right to adapt this number.
Within the same level of sponsorship, the following ranking rules apply:

- **1st criterion:** Total amount of the financial contribution for 25th UEG Week 2017.
- **2nd criterion:** If two or more companies show the same financial contribution the UEG point system will be applied.
- **3rd criterion:** If there are still two or more companies showing the same contribution, date and time of application are used as criterion for ranking purposes and companies will be treated on a first-come, first-served basis.

The application deadline for preferred sponsorship options and exhibition space is on Friday, February 10, 2017. After this date, all sponsorship and exhibition applications will be treated on a first-come, first-served basis.

For applications received until the above mentioned deadline, time slots for industry sponsored symposia will be allocated according to the level of sponsorship (Premium Partners have first, Major Partners have second and General Sponsors / Exhibitors have third choice).

The deadline to submit details for industry sponsored symposia programmes for the programme approval and time slot allocation is Friday, March 3, 2017. The following information need to be submitted to uegweek@ueg.eu:

- Topic, the symposium is related to (e.g. IBD, GERD, etc.)
- Working title of the symposium
- The three most preferred time slots (in chronological order)
- The three most preferred lecture rooms (a detailed list of provided rooms incl. capacities can be requested from uegweek@ueg.eu)
- Short summary of the general content of the symposium
- Tentative speakers’ names and titles of their presentations

The UEG Scientific Committee will approve titles of industry sponsored symposia by April 3, 2017 and will try to avoid an overlap of topics at the same time. Due to the numbers of industry sponsored symposia it cannot be guaranteed that there will be no interferences.

UEG will send a notification of time slots and session rooms to the organisers of approved industry sponsored symposia programmes starting on Monday, April 3, 2017.

**Photo, Filming and Recording**

The company organising a given industry sponsored symposium has the exclusive right to take photos, film and/or record their symposium after approval by UEG.

**Broadcasting**

- **Live:** Live or simultaneous broadcasting of industry sponsored symposia is not permitted.
- **Delayed:** Industry sponsored symposia cannot be broadcasted in any way until the first Monday following the end of 25th UEG Week 2017.

**Promotion & Give-Aways**

All advertising measures (invitations, adverts, etc.) promoting the industry sponsored symposium need to show the note: “This symposium is not affiliated with UEG.” All artworks in relation to the industry sponsored symposium shall be submitted to uegweek@ueg.eu for prior approval.

Give-aways and printed matters may only be distributed in the space rented by the company in the exhibition hall, in their own company meeting rooms & business lounges and flyers may be distributed 30 min prior to their symposium directly in front of the respective lecture room. For breakfast meetings the sponsor is entitled to distribute flyers in a given 30 min time slot (location and time slot will be provided and approved by UEG). Such material must not be distributed in any of the official congress hotels.

Sponsors may set-up displays (besides other advertising options) at the congress venue (location to be approved by UEG; production and set-up by the sponsor) on the day prior to the symposium until the end of the symposium as follows:

- 1 roll-up for a breakfast meeting
- 2 roll-ups* for a 90 min symposium
- Sponsors may set-up 1 roll (max. size of 1m width, 2m height) directly in front of the respective lecture room 30 min prior to the symposium
- Sponsors may print 1 poster (size Din A0) to announce the symposium and display it at a central poster wall provided by UEG
- Sponsors may publish their programme, abstracts and proceedings themselves

Companies are advised to adhere to industry standards (healthcare compliance rules) related to the value of give-aways they intend to give out in the lecture room of their symposium, which should preferably be of an educational or scientific nature. Contests, lotteries, raffles and quizzes are subject to approval by UEG.

* Companies that are entitled to displaying 2 roll-ups, are allowed to only place one per display area.

**Rehearsals, Set-up and Dismantling**

Companies must adhere to the indicated start and end times of the allocated time slot. Extensions beyond the assigned timing are not allowed under any circumstances.

Companies will have access to the lecture room, where the industry sponsored symposium will be held, 30 minutes prior to the assigned starting time if UEG Week Scientific Programme allows.
Lecture rooms should be completely vacated immediately after the end of the industry sponsored symposium. Please note that companies are responsible for removing all materials, waste, etc. from the room.

Installations or alterations to the rooms and the standard set-up can only be made with the explicit approval from UEG.

For any requests for a rehearsal in the lecture room of your symposium please contact uegweek@ueg.eu.

**Participation / Badges**

All UEG Week registered congress delegates have access to industry sponsored symposia.

In general, exhibitor registrations do not entitle to have access to industry sponsored symposia but entitle to have access for the symposium of their company. In the case, that an organising company is no UEG Week exhibitor this company is entitled to 5 industry sponsored symposium staff badges per symposium.

If you have booked hostesses via the official hostess supplier to support you during your symposium they will be registered via a free staff registration.

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**Sponsorship and Advertising Terms & Conditions**

**Allocation of Sponsorship and Advertising Options**

The application deadline for preferred sponsorship options and exhibition space is on Friday, February 10, 2017. After this date, all sponsorship and exhibition applications will be treated on a first-come, first-served basis.

For applications received until the above mentioned deadline, sponsorship options (printed/produced items, website/digital items, premises at the congress venue, advertising options) will be allocated according to the level of sponsorship (Premium Partners have first, Major Partners have second and General Sponsors / Exhibitors have third choice). Within the same level of sponsorship, the following ranking rules apply:

- 2nd criterion: If two or more companies do show the same financial contribution the UEG point system will be applied.
- 3rd criterion: If there are still two or more companies showing the same level, date and time of application are used as criterion for ranking purposes and companies will be treated on a first-come, first-served basis.

Companies will then be contacted by the UEG Technical Exhibition Management for booth space allocation according to their sponsorship level and ranking. UEG will make every possible effort to meet specified booth location requests and careful consideration will be given to all requests.
Booth selection/assignment process:
According to the above ranking rules UEG prepares a ranking list. Corresponding with the booked sqm of exhibition space, UEG provides the exhibition layout.
- Booked booth sizes will be considered as accurately as possible, but UEG reserves the right to make slight amendments to the booked booth sizes in order to generate a proper exhibition layout.
- Booth dimensions as requested with the “Exhibition Application Form” will be fulfilled where possible, however cannot be guaranteed and shall not represent a condition for the participation in the exhibition.
- Preferred booth location (Hall) and preferred booth type will be fulfilled where possible, however cannot be guaranteed and shall not represent a condition for the participation in the exhibition.
- Independent of their ranking position, companies cannot determine which companies are placed in their neighbourhood and do not have influence on the surrounding areas (aisles, etc.).

Up to position 30 in the ranking list:
According to their position on the ranking list, companies will be contacted one after the other with the exhibition layout for selection of their booth location. UEG will propose a booth location, but the company can select other available booth locations within the given exhibition layout and within three working days after receipt of the proposal. If there is no reply within three working days the proposed location will be considered as accepted.

Position 31 – position 55:
According to their position on the ranking list five companies will be contacted at the same time with a proposed exhibition space location, but can request an alternative location from the remaining spaces within two working days after receipt of the proposal. Should two or more companies request the same alternative location the company with the higher ranking position will be assigned. If there is no reply within two working days the proposed location will be considered as accepted.

Position 56 – position 100:
According to their position on the ranking list ten companies will be contacted at the same time with a proposed location, but can request an alternative location from the remaining spaces within two working days after receipt of the proposal. Should two or more companies request the same alternative location the company with the higher ranking position will be assigned. If there is no reply within two working days the proposed location will be considered as accepted.

From position 101 onwards:
Companies will be assigned according to their booth size by UEG. Alternative locations can be requested, but cannot be guaranteed and shall not represent a condition for the participation in the exhibition.

UEG reserves the right to deviate from the stand confirmation and
- to allocate a stand in a different location
- to alter the size of the stand
- to re-locate
- to close entrances and exits on the exhibition grounds and/or in the congress venue
- to carry out any other structural alterations providing it has a substantial interest in such measures.

UEG shall notify the exhibitor immediately of the need to make an alteration and to allocate him wherever possible an equivalent stand space.

Stand Assembly, Design & Stand-building Rules
In taking over the stand area, the exhibitor implies acceptance of existing and given circumstances, columns are as well part of the chosen exhibition booth space. To ensure a smooth course of events, exhibitors must obey all directives and instructions regarding the use of stands, their decoration, the use of self-designed and self-constructed booths and the fitting and furnishings of the booths.

The stand must be constructed in such a way as to comply with building, fire and other public safety ordinances. Appropriate fire certificates must be brought on-site for all the materials used for stand construction.

The exhibitor is required to comply with any technical instructions issued to him. In any case, all guidelines for stand building, as included in the UEG Week Industry Guidelines, in the UEG Week Exhibition Manual (circulation: April 2017) as well as in the in house rules and regulations of the congress venue are binding for all exhibitors.

General Requirements
- All exhibits must be confined to the spatial limits of their booth, as indicated in the final floor plan.
- Equipment to be shown or demonstrated must be placed in the exhibit space contracted in order to ensure that the visitor viewing the equipment will be in the booth and not impeding aisle traffic. All products and services must be safe in the opinion of UEG and have the approval of appropriate authorities.
- All activities on the booth area, potentially attracting a large audience and causing queues may not be placed immediately at the borders of the booth facing the aisles, as this might be impeding aisle traffic. Those activities must be clearly identifiable on the booth layout sent in for approval by UEG. UEG reserves the right to stop such activities on the booth immediately, if they are blocking passage ways around the booth area.
Stand Building Heights & Suspensions from the Ceiling

According to the additional information on sponsorship levels listed in the Sponsoring & Exhibition Brochure, the following limitations apply:

<table>
<thead>
<tr>
<th>Premium Partners</th>
<th>Major Partners</th>
<th>General Sponsors / Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permission to extend the exhibition booth height in the hall to a maximum of</td>
<td>max. of 5 m</td>
<td>max. of 4 m</td>
</tr>
<tr>
<td>Suspensions from the ceilings in the exhibition hall</td>
<td>max. height of 7 m (upper rim – truss, lights included)</td>
<td>max. height of 5 m (upper rim – truss, lights included)</td>
</tr>
</tbody>
</table>

The table below shows the maximum stand building height & suspension from the ceiling in the exhibition hall:

<table>
<thead>
<tr>
<th>Hall</th>
<th>Hall Heights</th>
<th>Max. Building Heights</th>
<th>Suspensions from the Ceilings</th>
<th>Water Connection &amp; Drainage</th>
<th>Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.1</td>
<td>10 m</td>
<td>5 m</td>
<td>4 m</td>
<td>3.5 m</td>
<td>7 m</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5 m</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Venue Specifications

Maximum floor load: 1.800 kg/m2.
Please note that it is not permitted to drill into the floor.

Separation Walls, Flooring and Carpeting

All stands must be separated from the neighbouring stand(s) by means of a separation wall. The separation wall can be provided by the exhibitor or can be ordered with the appropriate order form at extra costs. This separation wall shall be finished on the inside as well as on the outside.

To cover the floor space of your stand is mandatory. When laying carpet/mats only easy to remove two-sided adhesive tape, which does not leave residues on the floor are allowed.

Submission of Construction Plans

Please provide the following documents via e-mail as pdf-file until Friday, August 18, 2017 to uegweek.exhibition@media.co.at:
- stand design/drawings to scale, complete with ground view including measurements, front elevation including height indication, cross section measurements
- 3-D view
- plan showing the position of exhibition equipment, machinery and/or installations
- installation diagrams (electricity, water etc.)

Depending on the stand design and structure, you might be asked to submit static calculations.

Type of Stand

Row Stand

The standard height of two side and back walls towards neighbouring booths is 2.50 m (including platform/raised floor). Exceptions are only possible according to the sponsorship level and when coordinated and approved by the Technical Exhibition Management. Individual stand elements within the booth area may be planned with the maximum height according to the sponsorship level and again only with prior approval of the design by the Technical Exhibition Management.

Corner of Row Stand

According to international custom, a corner stand shall be built open on two sides. At the two open sides, any solid walls are only allowed with special permission of the Technical Exhibition Management and if they do not interfere with other exhibitors. Therefore, construction plans for approval are required as soon as possible. The standard height of side and back walls towards neighbouring booths is 2.50 m (including platform/raised floor). Exceptions are only possible according to the sponsorship level and when coordinated and approved by the Technical Exhibition Management. Individual stand elements within the booth area may be planned with the maximum height according to the sponsorship level and again only with prior approval of the design by the Technical Exhibition Management.

Peninsula Stand

According to international custom, peninsula booths shall be built open on three sides and should be fully accessible on all open sides. At the three open sides, any solid walls are only allowed with special permission of the Technical Exhibition Management. Depending on the concept and location of the booth, solid walls must not be longer than 20% - 35% of the length of the booth of each side and may not interfere with other exhibitors. The standard height of the back wall towards the neighbouring booth is 2.50 m (including platform/raised floor). Therefore, construction plans for approval are required as soon as possible. Exceptions are only possible according to the sponsorship level and when coordinated and approved by the Technical Exhibition Management. Individual stand elements within the booth area may be planned with the maximum height according to the sponsorship level and again only with prior approval of the design by the Technical Exhibition Management.
Island Stand
According to international custom, island booths shall be built open on four sides and should be fully accessible on all open sides. At the four open sides, any solid walls are only allowed with special permission of the Technical Exhibition Management. Depending on the concept and location of the booth, solid walls must not be longer than 20% - 35% of the length of the booth of each side and may not interfere with other exhibitors. Individual stand elements within the booth area may be planned with the maximum height according to the sponsorship level and again only with prior approval of the design by the Technical Exhibition Management.

Dismantling of Stands
The dismantling of stands may not commence until after the closing of the exhibition on the last day and according to the dismantling schedule published in the UEG Week Exhibition Manual. Exhibits which are not removed by the end of the dismantling period shall be removed and destroyed at the exhibitor’s expense and risk. The costs of transporting and destroying stand construction and packaging material and similar shall likewise be charged to the exhibitor. Repair of damage to the exhibition rooms shall be charged to the exhibitor and may be carried out only on the lessor’s instructions and by firms commissioned by the latter.

Promotion, Activities and Noise at Booths
The stands may only be used for exhibiting and advertising the exhibitors own products, materials or services but not for the sale of any products (exemption: publishing houses and book stores). Exhibitors are prohibited from publicising, distributing, and canvassing, and/or maintaining any activities, inducements, demonstrations, materials, or displays outside the space assigned to them. UEG reserve the right to refuse applications from companies that do not adhere to the standard requirements or expectations and reserve the right to curtail or close exhibitors, wholly or partially, should they unfavourably reflect the nature and the purpose of the congress.

Give-aways and printed matters may only be distributed in the space rented by the company in the exhibition hall, in their own company meeting rooms & business lounges. No such material may be distributed in any of the official congress hotels.

Companies are advised to adhere to industry standards (healthcare compliance rules) related to the value of give-aways they intend to give out, which should preferably be of an educational or scientific nature. Contests, lotteries, raffles and quizzes are subject to approval by UEG.

„Meet the expert” sessions, hands-on trainings or press briefings at the stand are not allowed during the official core scientific programme but only during the following break times: 10:00 - 10:30 and 15:30 - 15:45.

Exhibitors have to ensure that audio equipment cannot be heard outside the space assigned to the exhibitor or interfere or prove objectionable to attendees or other exhibitors. UEG and the technical exhibition manager reserve the right to request that exhibitors halt any activity that may be causing annoyance or interference to others.

Photographing, Filming at the Exhibition Space
The exhibiting company has the right to take photos or film their own booth at the assigned exhibition space. Photographing or filming outside this area without permission is forbidden. To request permission please contact uegweek@ueg.eu.

Participation / Badges
Stands must be staffed at all times during the hours of exhibition. The exhibition area is to be used only during the specified opening hours. Booth personnel with an appropriate exhibition badge (including congress registration badges for company staff) are entitled to enter the exhibition area one hour before the official exhibition opening hours and remain in this area until 1,5 hour after the exhibition officially closes to prepare and clean up the booth.

Exhibitors will receive several complimentary exhibitor registrations and the number of free exhibitor registrations will depend on the size of the exhibition booth. Exhibitor registrations do not entitle the badge holder to attend the scientific sessions but a certain amount of free congress registrations will be issued to exhibitors according to the table below:

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Company Staff</th>
<th>Access to scientific sessions</th>
<th>Valid for</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 exhibitor registrations*</td>
<td>per full 9 sqm</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>35 additional exhibitor badges for Premium Partners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 additional exhibitor badges for Major Partners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 free congress registration†</td>
<td>9 - 54 sqm</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>5 additional free congress registrations for Premium Partners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 additional free congress registrations for Major Partners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 free congress registrations†</td>
<td>&gt;54 sqm</td>
<td>yes</td>
<td>yes</td>
</tr>
</tbody>
</table>

*Additional exhibition badges will be charged with € 120 including 21% VAT for a 3-day badge and with € 40 including 21% VAT for a one day badge.
†Additional congress registrations for company staff can be bought for a special rate per badge of € 200 including 21% VAT.
Please note that according to the EU Directive 2001/83/ EC promotional material related to prescription-only medicines must be distributed or provided exclusively to Healthcare Professionals who are authorised to prescribe or dispense them.

**General Terms & Conditions**

**Industry Activities outside the Congress Venue**

Industry meetings are to be held only at the congress venue where a number of meeting rooms are available. Meetings outside the congress venue cannot be accepted. This rule has been established to avoid attendees missing the scientific programme of the congress.

Furthermore, the company has to assure not to conduct any social or other activity that coincide with the scientific programme within the official congress hours (incl. the hours of industry sponsored symposia) and which would take people away from the congress venue. Transportation to such activities starting after the official congress hours must not be organised at times coinciding with the official congress hours.

Please contact UEG directly regarding the detailed blackout times for each day.

Any kind of on-site promotion activity during 25th UEG Week 2017 that is not listed in the sponsorship prospectus has to be reported to the UEG and needs to be approved. The respective fee shall be determined.

Failure to comply with these regulations shall entitle UEG to determine sanctions at short notice.

**Publicity/Media/Press**

The dedicated sponsor logo of the UEG Week and the Congress Name “25th United European Gastroenterology Week Barcelona 2017 (25th UEG Week 2017 or 25th UEG Week Barcelona 2017)” is only to be used in official congress publications, events and publications that have been officially approved by UEG. The following congress logos may be used with designation of the sponsorship level as follows:

<table>
<thead>
<tr>
<th>Premium Partners</th>
<th>Major Partners</th>
<th>General Sponsors / Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="UEG Week Logo" /></td>
<td><img src="image2" alt="UEG Week Logo" /></td>
<td><img src="image3" alt="UEG Week Logo" /></td>
</tr>
</tbody>
</table>

Press conferences conducted by sponsors and exhibitors may neither be held before the first UEG Week press briefing nor at the same time as the official press briefings. To rent rooms for press conferences at the congress venue please contact uegweek@ueg.eu, the organisation of the press conference remains with the company. The UEG PR Agency SPINK may support you at your own expense in organising your press conference. If you are interested, please contact them directly: media@ueg.eu.

The official press briefing times will be announced in June at the latest.

All companies organising press conferences should inform UEG of the date, schedule and venue of their press conferences. Events with more than eight participants need the prior approval of the UEG.

Company representatives are not permitted in the UEG Week press centre.

With prior permission from the UEG PR Agency SPINK sponsors and exhibitors are allowed to display prepared press material in the press centre. Please contact therefore: media@ueg.eu.

The use of the UEG and UEG Week logo on sponsors and exhibitors press material is prohibited.

Market research activities and interviews are not permitted in any general congress areas, lecture rooms and exhibition halls but can take place in company meeting rooms if conducted in the name of the company and clearly stated that they are not affiliated with UEG. Any interview requests with members of the UEG Council or UEG Scientific Committee must be coordinated through our UEG PR Agency SPINK: media@ueg.eu.

**Privacy and Data Protection**

By participating at UEG Week, participants and company representatives agree that UEG uses and publishes personal information, names, photos and video-impressions taken during UEG Week for UEG’s purposes.

The company is aware that, within the framework of an agreement regarding UEG Week, UEG stores personal data supplied by the company in relation to the agreement for the purposes of automatic processing. UEG collects, uses and processes personal data with reasonable diligence only according to the strict data protection provisions in Austria and in compliance with the provisions of the EU Data Protection Directive.

**Photos, Filming and Recording of Scientific Sessions**

It is strictly forbidden to film, take photos or record any oral or poster presentation of UEG Week without the consent of the UEG (including smart phones, mobile devices, etc).

Please note that numerous sessions will be recorded and published at www.ueg.eu/education immediately after the congress and will be available for all congress delegates. This also includes all abstracts and E-Posters.
Insurance & Liability, Safety of the Venue

UEG enters into agreements with the company assuming that any UEG Week sponsor/exhibitor is holding an adequate insurance covering personal injury and loss of/damage to property for the duration of UEG Week.

The risks of individual exhibitors and equipment and all related display materials installed by companies not insured by UEG. Neither UEG nor its contractors will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to exhibitors/sponsors and therefore we highly recommend to take out additional insurance against the mentioned risks.

UEG shall take appropriate steps as being reasonable to ensure the safety of the participants at the venue. UEG shall foresee to the necessary arrangements with the congress venue and the local authorities. Notwithstanding, the Sponsor shall take appropriate measures as being reasonable to ensure the safety of the participants as visiting the sponsor’s exhibition booth or industry sponsored symposium.

UEG provides general guard service at the congress venue. Special stand surveillance is not provided. If special surveillance is required, only a security company commissioned by UEG or the Technical Exhibition Management may provide this service on the company’s own costs.

UEG’s liability for damages the company incurs or may incur, is limited to the fares extent permitted by the law applicable. Thus, UE shall not be held liable for any damages, resulting from any negligent or gross negligent act or omission of any of UEG’s directors, employees, contractual partners, consultants or any participant in the 25th UEG Week 2017. UEG cannot be held liable for consequential damages, such as losses, costs, fees and negative impact on reputation.

Postponement or Cancellation of UEG Week

If there are compelling reasons beyond its control which inevitably delays, hinders or prevents UEG, however acting reasonably, from the hosting of UEG Week, UEG has the right to postpone, shorten, extend, close temporarily or fully or cancel the exhibition and to amend sponsoring items. In the event of a postponement or alteration to the duration of UEG Week, this Agreement remains binding without changing its conditions for six months.

A party’s obligations shall be suspended to the extent and for the duration that its performance is delayed, hindered or prevented by circumstances which are not within its reasonable control (“Force Majeure”).

Force Majeure shall include acts of restraints of governments or public authorities, war, revolution, riot or civil commotion, strikes, lockouts (except relating to a party’s own employees), blockade or embargo, explosion, fire, flood or natural disaster, to the extent that any of these events are beyond the reasonable control of the affected party.

A party affected by any event of Force Majeure shall:

• promptly in writing notify the other party, explaining the nature, details and expected duration of such event. Such party shall also notify the other party from time to time as to when the affected party reasonably expects to resume performance in whole or in parts of its obligations hereunder, and notify the other party of the cessation of any such event; and
• use its best efforts to resume full performance of its obligations under this agreement as soon as reasonably practical.

If a party anticipates that an event of Force Majeure may occur, such party shall notify the other party of the nature, details and expected duration of such event.

If the event of Force Majeure prevails for a continuous period in excess of three (3) months, the party which is to be notified of such circumstances may terminate the agreement by giving written notice of termination with immediate effect to the Force Majeure party.

If, as a result of Force Majeure, UEG Week has to be cancelled or shortened, UEG shall promptly refund to the Sponsor any amount of the Financial Contribution that has been paid by the Sponsor, but not already spent or contractually agreed to be spent by UEG for fulfilling its obligations under this Agreement or in relation to the (envisaged) hosting of UEG Week, and the Sponsor shall be released from any further liability under this Agreement.

Claims Procedures, Governing Law

Any agreement and the rights and obligations of the parties under the agreement shall be governed by and construed under substantive Austrian law, with the exclusion of its conflict law rules and the regulation on the law applicable to the contractual obligations (Rome I). Disputes in connection with this agreement or its performance shall be with the civil courts of Vienna being competent for the First District of Vienna – Wien Innere Stadt.

Nothing in this section will preclude either party from seeking interim or provisional relief from a court of competent jurisdiction, including a temporary restraining order, preliminary injunction or other interim equitable relief, if necessary to protect the interests of such party.

All claims by the company booking any sponsorship options or exhibition space against UEG must be made in writing. The maximum time lapse is 4 weeks from the closure of 25th UEG Week 2017.
UEG Week Application & Payment Terms & Conditions

Application Terms & Conditions
Applications for sponsorship options and exhibition space must be made in writing with the application forms available on the website www.ueg.eu/week and need to contain a legally competent signature and company stamp, addressed to:

United European Gastroenterology GmbH
House of European Gastroenterology
Wickenburggasse 1, 1080 Vienna/Austria
E: uegweek@ueg.eu / F: +43 1 997 16 39 10

Applications must be submitted by the company under whose name each sponsorship option or exhibition stand is to be listed. All agreements shall remain in full force and effect in case of merger or acquisition of the contracting company.

By signing, mailing or delivering the respective form to UEG, the application becomes legally binding for the sponsor/exhibitor. Please note that this does not constitute a formal agreement or obligation for UEG. Contractual conditions are constituted only after UEG has sent a written confirmation of acceptance to the sponsor/exhibitor.

UEG will send a respective sponsorship contract to Premium and Major Partners, to General Sponsors/Exhibitors on request only.

Payment Terms & Conditions
All prices mentioned in the Sponsoring & Exhibition Brochure are in Euro (€) and excluding VAT, if not otherwise stated. The VAT treatment depends on several facts, which have to be assessed on an individual basis. The respective VAT rate will be added, if applicable. All payments must be made in Euro (€). Other currencies cannot be accepted.

For applications received until Friday, February 10, 2017 invoices will be issued by UEG as follows:

Premium/Major Partner:
40 % of the total financial contribution will be invoiced when the contract is concluded
60 % of the total financial contribution will be invoiced by Friday, July 7, 2017 (payment due: on or before August 7, 2017)

General Sponsors and Exhibitors:
40 % of the total financial contribution will be invoiced when the confirmation of acceptance is sent by UEG
60 % of the total financial contribution will be invoiced by Friday, July 7, 2017 (payment due: on or before August 7, 2017)

For applications received after Friday, February 10, 2017 100% of the total financial contribution will become due immediately after confirmation of acceptance is sent by UEG.

Payment terms: within 30 days of receipt of valid invoice from UEG

If payment is not made by the due date, UEG is entitled to charge eight per cent (8 %) default charges per annum or terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand or seek compensation for breach of contract.

Cancellation and Reduction Terms & Conditions
Cancellations and changes to the initial booking must be made in writing to UEG.

Sponsors/Exhibitors are entitled to withdraw bookings or reduce exhibition space up to the time when the booking is confirmed by UEG. Once the booking is confirmed, the company may no longer cancel free of charge. The full fee for the respective sponsorship option or exhibition space plus any additional expenses actually incurred remain payable in total.
25th UEg Week
advancing science, linking people

Barcelona, Spain
October 28 – November 1, 2017

Europe’s Largest Gastroenterology Congress
World-Renowned Experts
Postgraduate Teaching Programme
Clinical Trials Revisited
Live Endoscopy
Hands-On Training
Therapy Updates
Advances in Clinical GI & Hepatology
Translational/Basic Science
Guidelines in Clinical Practice
Innovative Poster Formats
Live Broadcasting
Hotspot Controversial Debates
High Audience Interaction

Find out more, visit www.ueg.eu/week