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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: ueg.eu/week.

Date of publication: October 2019
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General Dates to Remember

Industry site inspection at the RAI Amsterdam: **Tue, January 21, 2020**
Application deadline for preferred sponsorship options & exhibition space: **Fri, February 7, 2020**
Opening of online registration for delegates: **Tue, March 3, 2020**
Opening of online abstract submission: **Tue, March 3, 2020**
Publication of UEG Week 2020 preliminary programme: **March 2020**
Abstract submission deadline: **Fri, April 24, 2020**
Late-breaking abstract submission: **Mon, August 10 – Thu, September 3, 2020**
Deadline early registration for delegates: **Thu, May 14, 2020**
Deadline late registration for delegates: **Thu, September 3, 2020**
Welcome to UEG Week
Amsterdam 2020

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

UEG Week is one of the world’s most significant and esteemed meetings in gastroenterology and hepatology, providing clinicians and researchers with a unique opportunity to meet, exchange knowledge and discuss the latest developments in the field. The annual meeting will, for the first time since 2012, return to Amsterdam, The Netherlands, from October 10–14, 2020.

Attracting over 14,000 participants, UEG Week gives world-renowned scientists a prestigious platform to present their latest research, as well as state-of-the-art clinical practice. Offering researchers an extensive range of rewards, as well as an unparalleled level of exposure, the meeting attracts the most innovative and eminent gastroenterologists from across the globe.

UEG Week is also an excellent occasion to showcase your organisation’s portfolio to a wide audience, increasing your presence in the gastrointestinal community. During the meeting, you will also have the chance to learn what motivates and excites your target audience, allowing you to generate high quality leads.

Covering all aspects of digestive health, our comprehensive programme of activity will give you an insight into the stimulating sessions and discussions featured at UEG Week.

Meeting highlights include:
• The latest therapy updates
• Informative case-based discussions
• Crash courses providing a concise update on common problems in the daily clinical practice
• Postgraduate Teaching Programme offering two days of Continuing Education
• Cutting edge symposia on management of disease
• Our hugely popular live endoscopy event
• The “Mistakes in…” Series
• Practical training for endoscopic, surgical and ultrasound techniques
• “Advances in Clinical Gastroenterology and Hepatology on IBD”
• “Today’s Science; Tomorrow’s Medicine” series on “Innovative technologies driving future medicine”

With UEG Week growing in size and stature year after year, we are excited to continue our support of researchers and clinicians across the field, helping place digestive health on the world stage.

The largest GI community in Europe!

Acting as the trusted voice of European gastroenterology, UEG is instrumental in promoting scientific research and education to help reduce the burden of digestive diseases and improve digestive health. UEG represents the full breadth of the GI community— from medical students to the most established gastroenterologists and hepatologists.

We hope that you will join us in Amsterdam for UEG Week—the leading event in 2020 for digestive health and disease.

With kind regards,

Paul Fockens
UEG President

Magnus Simrén
UEG Secretary General
How many people attend UEG Week?

12,689 participants from 111 countries
at UEG Week Vienna 2018
+ online audience 3,464 participants

Where do our delegates come from?

Top 10 Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>677</td>
</tr>
<tr>
<td>Italy</td>
<td>624</td>
</tr>
<tr>
<td>Germany</td>
<td>536</td>
</tr>
<tr>
<td>USA</td>
<td>424</td>
</tr>
<tr>
<td>Japan</td>
<td>418</td>
</tr>
<tr>
<td>France</td>
<td>399</td>
</tr>
<tr>
<td>Switzerland</td>
<td>332</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>316</td>
</tr>
<tr>
<td>Spain</td>
<td>281</td>
</tr>
<tr>
<td>Romania</td>
<td>275</td>
</tr>
</tbody>
</table>

What is their professional activity?*

- Gastroenterologist: 45%
- Endoscopist: 33%
- Hepatologist: 14%
- Physician: 5%
- Basic Scientist: 3%
- Surgeon: 5%
- Others: 14%

* Includes Yearly UEG Congress and World Congress
What is their main area of interest?*

(multiple answers possible)

- Endoscopy: 72.92%
- IBD: 61.44%
- Hepatobiliary: 49.28%
- Stomach & H. Pylori: 46.01%
- Pancreas: 34.78%
- Small Intestine & Nutrition: 34.46%
- Oesophagus: 33.12%
- Digestive Oncology: 30.96%
- Medical Education: 22.59%
- Neurogastroenterology & Motility: 18.77%
- Others: 66.37%

Submitted Abstracts

3,705 abstracts at UEG Week Vienna 2018

Industry at UEG Week Vienna 2018

- 148 Exhibitors & Sponsors
- 16 Industry Symposia
- 5,084 m² Exhibition Space
- 7 Premium Partners and 6 Major Partners

Delegates Feedback on UEG Week Vienna 2018*

- 97% saying UEG Week was excellent or good
- More than 80% graded the Industry Exhibition at UEG Week excellent or good

* Results derived from a survey with reference group of 3,143 pax.
List of UEG Week 2019 Partners, Sponsors & Exhibitors
as per September 16, 2019, in alphabetical order

Premium Partners

- AbbVie
- FUJIFILM Europe GmbH
- Gilead Sciences, Inc.
- Janssen
- OLYMPUS Europa SE & Co. KG
- Pfizer
- Takeda Pharmaceuticals International AG

Major Partners

- Alfasigma S.p.A.
- CELLTRION HEALTHCARE
- MEDTRONIC
- Norgine
- PENTAX Europe GmbH

General Sponsors / Exhibitors

- 3D Systems Simbionix
- Abivax
- ADARE PHARMACEUTICALS
- AdventHealth
- Allergan
- Alton (Shanghai) Medical Instruments Co., Ltd
- AMG GI
- Amgen (Europe) GmbH
- ANKON Medical Technologies (Shanghai) Co., LTD
- Anrei Medical
- Apollo Endosurgery
- Arena Pharmaceuticals
- BCM Co., Ltd
- Bedfont Scientific Ltd.
- BioCer Entwicklungs-GmbH
- BIOCODEX
- BioGaia AB
- Biogen
- Boston Scientific International
- Bristol-Myers Squibb
- BÜHLMANN Laboratories AG
- Calpro AS
- CANTEL
- CapsoVision, Inc.

- CASEN RECORDATI, S.L.
- CBC Group
- Celgene Corporation
- Changzhou JIUHONG Medical Instrument Co., Ltd
- CHOIYANG MEDICAL INDUSTRY LTD.
- CITEC
- Cook Medical
- Creo Medical Ltd.
- CTMA-GETAID
- Diversatek Healthcare
- Dr. Falk Pharma GmbH
- ECHOSENS
- Eli Lilly and Company
- ELLA-CS, s.r.o.
- EMED SP. Z O. O. SP. K.
- ENDALIS
- EndoClot Plus, Inc.
- Endoscopic Ultrasound Journal
- Endoss
- Endotics
- Erbe Elektromedinz GmbH
- Eurospital
- Exalenz Bioscience Ltd.
- F. Hoffmann La Roche
Finemedix Co., Ltd
Fischer ANALySEN Instrumente GmbH
FSN Medical Technologies

G
GE Healthcare
Genetic Analysis AS
GI Supply
Glutagen

H
Hangzhou AGS MedTech Co., Ltd.

I
IMMUNDIAGNOSTIK AG
Insitumed GmbH
IntroMedic Co., Ltd.
invendo medical GmbH
IPSEN PHARMA

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

L
La Lettre de l’Hepato-Gastroenterologue
Laborie
Leo Medical Co., Ltd.
Leufen Medical GmbH
LIFE PARTNERS EUROPE
Lumendi
Lunatus

M
M.I. Tech Co., Ltd.
Mauna Kea Technologies
Medify
Medi-Globe GmbH/ Endo-Flex GmbH
MEDITALIA S.A.S.
Mednova Medical
medwork GmbH
Mendes SA
Merit Medical Endotek
Micro-Tech Europe GmbH
Mirai Medical
MTW-Endoskopie

N
NIKKISO

O
Ovesco Endoscopy AG
Oxford University Press

P
Peter Pflugbeil GmbH
PIOLAX MEDICAL DEVICES, INC.
PredictImmune Ltd.

R
R-Biopharm
Research in Germany
RICHEN MEDICAL SCIENCE
Robarts Clinical Trials

S
S&G Biotech INC.
Samsung Bioepis Co., Ltd.
Shanghai Aohua Photoelectricity Endoscope Co., Ltd
SHANGXIAN MINIMAL INVASIVE INC.
Shenzhen Zhonghe Headway Bio-Sci & Tech Co., Ltd
Shire - now part of Takeda
SMART Medical Systems Ltd.
SOFAR SPA
Soluscope
SonoScape Medical Corp.
Standard Sci-Tech Inc.
STEELCO
Sumitomo Bakelite Co., Ltd.

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

U
US Endoscopy

V
Vifor Pharma

W
Wassenburg Medical B.V.
WILSON INSTRUMENTS (SHA) CO., LTD
Wisepress Medical Bookshop
Wision A.I.

Z
ZERO GRAVITY SKIN
Zhuji Pengtian Medical Instrument Co., Ltd.
## UEG Week Programme Overview & Scientific Information

### Saturday October 10, 2020

- **Postgraduate Teaching Programme**

### Sunday October 11, 2020

- Opening Session
- Symposia
- UEG Week Hotspot
- Translational / Basic Science Pathway
- Today's Science; Tomorrow's Medicine (TSTM)

### Monday October 12, 2020

- Advances in Clinical GI and Hepatology
- Live Endoscopy
- Video Case Session

### Tuesday October 13, 2020

- Abstract-Based Sessions
- Poster Exhibition / Poster Champ Sessions / Posters in the Spotlight

### Wednesday October 14, 2020

- Case-Based Discussions

### Young GI Network

- ESGE Learning Area
- Ultrasound Learning Area
- Surgical Learning Area

### Association Meetings: Common Interest Group Meetings / Business Meetings

- Industry Symposia
- Industry Exhibition

### ESGENA Nurse Programme

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™.

### Industry Symposia

Different time slots are available for symposia organised by the industry:

#### 60 min Breakfast Meetings

- Mon–Wed, October 12–14, 2020, 07:00 – 08:00

#### 45 min Lunch Industry Symposia


#### 90 min Industry Symposia

- Sun, October 11, 2020, 16:15 – 17:45 & 18:00 – 19:30
- Mon–Tue, October 12–13, 2020, 18:00 – 19:30

Find out more on page 18f.
Floor Plans

Overview
All floor plans are preliminary and subject to change.
**Sponsorship**

**Reasons for being part of UEG Week 2020**

- 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 symposium** to present them to your target audience?
- All of the leading companies in the field of gastroenterology are present in the industry exhibition – be one of them!

**Sponsorship Levels**

Industry is kindly invited to become a sponsor of UEG Week 2020 in Amsterdam by choosing various options that are set out on the following pages of this brochure.

The total amount of the financial contribution (based on sponsorship options and exhibition space) of UEG Week 2020 will determine the level of sponsorship. Registration fees paid by the sponsor for invited participants are not included in the final calculation of the payment amount, which serves as basis for granting the applicable level of sponsorship.

<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 7, 2020</td>
</tr>
<tr>
<td>Major Partner</td>
<td>€ 130,000</td>
<td>Fri, February 7, 2020</td>
</tr>
<tr>
<td>General Sponsor / Exhibitor</td>
<td>Below € 130,000</td>
<td>Fri, February 7, 2020</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:

- 1\textsuperscript{st} criterion: Total amount of the financial contribution for UEG Week 2020
- 2\textsuperscript{nd} criterion: If two or more companies do show the same financial contribution the UEG point system will be applied.
- 3\textsuperscript{rd} 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 7, 2020 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 at uegweek@ueg.eu.

Points gained from the previous 4 UEG Weeks (2016–2019) will be taken into account for ranking purposes for UEG Week Amsterdam 2020.

For UEG Week 2020 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 2017–2020) will be acknowledged in the UEG Week congress app, on signage onsite 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 7, 2020</td>
<td>1st choice</td>
<td>2nd choice</td>
<td>3rd choice</td>
</tr>
<tr>
<td>Priority choice of date for an industry symposium until Fri, February 7, 2020</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 7, 2020</td>
<td>1st choice</td>
<td>2nd choice</td>
<td>3rd choice</td>
</tr>
<tr>
<td>Priority choice of meeting rooms until Fri, February 7, 2020</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>Suspension from the ceiling in the exhibition hall</td>
<td>max. height of 7 m where possible (curved ceiling; 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 onsite 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</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 Barcelona 2021</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>Additional exhibitor registrations (no access to scientific sessions)</td>
<td>35 additional</td>
<td>20 additional</td>
<td>n/a</td>
</tr>
<tr>
<td>Transmission of live scientific programme to exhibition booth</td>
<td>✔</td>
<td>✔</td>
<td>n/a</td>
</tr>
<tr>
<td>Free tickets for the Premium Partner’s own industry symposia</td>
<td>200</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>
Stand Building Heights & Suspension from the Ceiling

<table>
<thead>
<tr>
<th>Hall</th>
<th>Max. Building Heights</th>
<th>Suspension from the Ceiling</th>
<th>Water Connection &amp; Drainage</th>
<th>Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Premium Partner</td>
<td>Major Partner</td>
<td>General Sponsor</td>
<td>Premium Partner</td>
</tr>
<tr>
<td>Hall 1</td>
<td>5 m</td>
<td>4 m</td>
<td>3.5 m</td>
<td>7 m where possible (curved ceiling)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

Important Dates

Application deadline for preferred sponsorship options & exhibition space: Fri, February 7, 2020
Deadline to submit details for industry symposia programmes: Fri, February 28, 2020
Approval of industry symposia programmes by the UEG Scientific Committee: Fri, April 3, 2020

All application forms, the UEG Week Industry Guidelines and Terms & Conditions are available online on ueg.eu/week/sponsors-exhibitors
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 and others, if applicable.

Note for submission of orders: If not otherwise stated the latest order deadline for sponsorship options is Friday, July 31, 2020. After this deadline, bookings are only possible upon check of feasibility.

Industry Symposia

UEG Week 2020 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. 12, 2020</td>
<td>07:00 – 08:00</td>
<td>€ 20,000</td>
</tr>
<tr>
<td></td>
<td>Tue, Oct. 13, 2020</td>
<td>07:00 – 08:00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wed, Oct. 14, 2020</td>
<td>07:00 – 08:00</td>
<td></td>
</tr>
<tr>
<td>45 min Lunch Industry Symposia</td>
<td>Mon, Oct. 12, 2020</td>
<td>12:30 – 13:15</td>
<td>€ 70,000</td>
</tr>
<tr>
<td>90 min Industry Symposia</td>
<td>Sun, Oct. 11, 2020</td>
<td>16:15 – 17:45 or 18:00 – 19:30</td>
<td>€ 50,000</td>
</tr>
<tr>
<td></td>
<td>Mon, Oct. 12, 2020</td>
<td>18:00 – 19:30</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tue, Oct. 13, 2020</td>
<td>18:00 – 19:30</td>
<td></td>
</tr>
</tbody>
</table>

Industry symposia will be running in parallel with other industry symposia. A maximum of five parallel symposia are scheduled for 60 min Breakfast Meetings and 90 min Industry Symposia and a maximum of four parallel symposia are scheduled for 45 min Lunch Industry Symposia but UEG reserves the right to adapt this number. The programme of an industry 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
- Supply of basic AV equipment in the lecture room
- Publishing of meeting programme and inclusion of sponsor name online in a dedicated industry section on the congress website
- Publishing of meeting programme and inclusion of sponsor name in a dedicated industry section in the UEG Week congress app
- Sponsors may announce their symposium onsite on a display provided by UEG.
- Sponsors may set-up 1 roll-up directly in front of the respective lecture room 30 min prior to the symposium
- 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 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 symposia.

*faculty packages are subject to change at all times
Printed / Produced Items for UEG Week Amsterdam 2020

Pocket Programme

Spread your message in the practical pocket guide
Placement of your sponsor advertisement in the pocket programme.
Benefit: The pocket programme is a practical pocket guide providing delegates with a quick day-to-day view of the programme (incl. industry symposia) and shows an overview of the venue and the exhibition. The pocket programme serves as an important source of information for delegates onsite being the only printed programme overview provided. It will be inserted in the congress bags and distributed throughout the congress venue.
Format: Printed (min. of 8,000 – 10,000 copies), 4 colour advert
A max. of 2 pages are reserved for sponsors advertisements in the pocket programme.

Exhibition Floor Plan

Increase your visibility on the exhibition floor plan
One page sponsor advertisement on the back side of the exhibition floor plan
Benefit: The exhibition floor plan serves as a guide through the industry exhibition and will be inserted in the congress bags and distributed at the entrances of the exhibition area.
Format: Printed (min. of 10,000 copies), Din A4, 4 colour advert

Lanyard for Name Badge

Promote your company to all delegates onsite with a logo placement on the lanyards
Placement of your company logo together with the congress branding on lanyards
Benefit: 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.

Pencil

Place your company logo on pencils
Benefit: Continued visibility to each participant throughout the congress as pencils will be inserted into the delegate’s congress bags.

Writing Pads

Place your company logo on writing pads
Benefit: Continued visibility to each participant throughout the congress as writing pads will be inserted into the delegate’s congress bags.

Latest Order: Fri, July 24, 2020

Latest Order: Thu, April 30, 2020

1/2 Page Advert: € 10,000
Full Page Advert: € 18,000
2-Page Advert (exclusive): € 35,000

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

Promote your company on the Pencil & Pads Stations and provide delegates with company-branded pencils and writing pads.

Placement of your company logo or message on station, pencils and writing pads.

Benefit: These stations will be placed at prominent places throughout the venue where delegates can help themselves to a writing pad and pencil.

Note: Allocation of stations by UEG. Production of pencil & pads (minimum amount of 1,000 pieces each per station) and delivery to the designated warehouse is provided by the sponsor.

€ 2,500 per station*

Design of the pencil & pads station subject to change.

Congress Bag

Promote your company on the delegate's congress bags

Placement of your company logo together with the UEG branding on the delegate's congress bags.

Benefit: Continued visibility to each participant throughout the venue as congress bags are part of the congress materials included in the registration of every delegate.

€ 35,000

Design of the congress bag by UEG; subject to change.

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 to be inserted in delegate's bags

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

Display of your company logo on signage around the venue

Benefit: Informational signage boards will be placed strategically throughout the entire conference venue where they will have high visibility.

€ 48,000 exclusive

€ 15,000 per sponsor
Digital Items

**UEG Week Website & UEG Week Live**

Spread your message to visitors of the UEG Week and UEG Week Live website

Take the possibility to promote your company on the UEG Week website [ueg.eu/week](http://ueg.eu/week) and on UEG Week Live [live.ueg.eu/week](http://live.ueg.eu/week).

The UEG Week website serves as the main source of information for all delegates where they can also submit abstracts, access the scientific programme of UEG Week, register online and book accommodation. As such, the UEG Week Website generates more than 710,000 page views per year.

UEG Week Live features live streams 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 webcasts of recorded sessions.

With UEG Week Live your company message becomes visible to approx. 7,000 visitors per day. This makes a total of more than 35,000 visitors during UEG Week with 18,800 unique users in 2018.

**ATTENTION! UEG will have a Website Relaunch in 2020. Your items will receive increased exposure through a cutting edge design & website layout.**

<table>
<thead>
<tr>
<th>Promotion period</th>
<th>Pre-Week Banner Package</th>
<th>Week Live Banner Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2020 until the end of UEG Week 2020</td>
<td>✔</td>
<td>n/a</td>
</tr>
<tr>
<td>Placement of your advert banner with a hyperlink to your company's website on dedicated pages of the UEG Week website with no educational or scientific content</td>
<td>✔</td>
<td>n/a</td>
</tr>
<tr>
<td>Placement of your advert banner with a hyperlink to your company's website on UEG Week Live</td>
<td>n/a</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 the advert banner and hyperlink so that you can promote your onsite activities at UEG Week 2020</td>
<td>✔</td>
<td>n/a</td>
</tr>
<tr>
<td>Advert banners are not blocked by adblockers</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Cost</td>
<td>€ 20,000</td>
<td>€ 25,000</td>
</tr>
</tbody>
</table>

Pre-Week Banner & Week Live Banner Package: € 40,000
Live Stream Advert Jingle

Attract thousands of live stream users with your video intro
Take this opportunity to promote your company via this widely viewed platform. Your advert jingle (video intro, max. 3 seconds) will be shown to the live stream user before the start of the live stream. In addition, you will be acknowledged as sponsor of the UEG Week Live Stream with your company logo and through embedding of an additional sponsors video on the live stream channel. With more than 100 sessions being live streamed, our popular streaming service attracted an audience of 3,500 unique users during UEG Week 2018. No product placement possible.

€ 15,000 exclusive
€ 5,500 per sponsor*

* max. 3 sponsors; only 1 advert jingle will be shown per live stream user; selection of ad occurs randomly

UEG Week WiFi

Promote your company to delegates connecting to the UEG Week WiFi
Your company name will be included in the UEG Week Wifi name
Benefit: Your company name will be visible to all participants connecting to the venue’s wireless network in order to access the internet onsite.
Example, depending on the company name: UEGWiFi by „your company name“

€ 30,000
Advert Banner in the UEG Week Online Registration System

Become visible to all delegates registering for UEG Week online with your advert banner

Inclusion of your advert banner (promoting your company’s onsite activities at UEG Week or your company logo and message) including hyperlink to your website on the “Thank You Page” of the online registration system for individual and group registration bookings for UEG Week. Upon completion of the registration for UEG Week, the “Thank You Page” opens automatically. The advert banner will also be included in the housing booking platform for the UEG Week faculty.

Furthermore, the advert banner will be incorporated in the automatic confirmation email sent to all delegates upon successful completion of the online registration to the invited UEG Week faculty upon successful booking of their accommodation.

Your advert banner will be visible from March to October and you will have the possibility to exchange the banner and hyperlink once during this period.

In 2018, 6,500 delegates registered online for UEG.

No product placement possible.

€ 11,000

Final Registration Information Mailing

Promote your company to all registered participants of UEG Week with your advert banner

Placement of your advert banner (promoting your company’s onsite activities at UEG Week or your company logo and message) including hyperlink in the final information mailing sent out by our registration partner to all registered delegates.

Addressees: All registered participants (12,000 in 2018)

No product placement possible.

€ 14,000
UEG Week Congress App

Choose from the different possibilities offered to increase your visibility within the UEG Week Congress App.

In a digital congress environment (no more printed final programme book), the UEG Week congress app is one of the main information sources for delegates, especially onsite at UEG Week. The congress app with an increasing number of downloads each year (more than 8,500 in 2018) 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>Sponsor of the Congress App</td>
<td>€ 24,500</td>
</tr>
<tr>
<td>• Splashscreen &amp; Dashboard: Your company logo will be visible for a couple of seconds every time a user starts the app and it will be visible on the dashboard of the congress app.</td>
<td></td>
</tr>
<tr>
<td>• Install &amp; Update Screen: Your company logo will be visible on the install &amp; update screen when a user installs and every time a user updates the app.</td>
<td></td>
</tr>
<tr>
<td>• Newsletter: Acknowledgement as sponsor of the congress app in a newsletter promoting the UEG Week congress app. Furthermore, you will have the possibility to include an advert banner in this newsletter.</td>
<td></td>
</tr>
<tr>
<td>• App page logo display: Your company logo will be visible on the screenshot of the congress app on the app page where users can download the app.</td>
<td></td>
</tr>
<tr>
<td>• Visibility of your company logo on all announcements of the app including a screenshot of its splashscreen with your company logo (includes signs onsite at the congress venue, promotional slides, etc.)</td>
<td></td>
</tr>
<tr>
<td>Advert within the Congress App</td>
<td>€ 4,500 per day</td>
</tr>
<tr>
<td>Placement of your ad (promoting your company’s onsite activities at UEG Week or company logo/message) for 3 seconds after the welcome screen of the app. The ad opens every time a user starts the app and takes the entire screen.</td>
<td></td>
</tr>
<tr>
<td>Max. 1 booking per day</td>
<td></td>
</tr>
<tr>
<td>Max. 2 bookings per company</td>
<td></td>
</tr>
<tr>
<td>Available Saturday to Wednesday during UEG Week</td>
<td></td>
</tr>
<tr>
<td>Enhanced Industry Symposium Programme Listing</td>
<td>€ 1,000</td>
</tr>
<tr>
<td>Upgrade the listing of your industry symposium programme with your company logo, a session banner and a direct link to your company profile. Highlight your session to get maximum visibility!</td>
<td></td>
</tr>
<tr>
<td>Company Profile Plus</td>
<td>€ 1,000</td>
</tr>
<tr>
<td>Within the sponsors &amp; exhibitors section in the congress app all company names are listed. Upgrade this listing with your company name being highlighted and add two ads within your company description.</td>
<td></td>
</tr>
<tr>
<td>Push Notification</td>
<td>€ 2,000 per Push Notification</td>
</tr>
<tr>
<td>Short messages (header max 80 characters, body max 500 characters) that pop up on attendees devices such as mobile phones and tablets. Timeslot for release will be provided and approved by UEG.</td>
<td></td>
</tr>
<tr>
<td>Max. 2 push notifications can be booked per company.</td>
<td></td>
</tr>
<tr>
<td>Max. 1 push notification per day per company</td>
<td></td>
</tr>
<tr>
<td>Push Notification including Image</td>
<td>€ 3,500 per Push Notification</td>
</tr>
<tr>
<td>Possibility to include an image in the body of your push notification.</td>
<td></td>
</tr>
<tr>
<td>Max. 2 push notifications can be booked per company.</td>
<td></td>
</tr>
<tr>
<td>Max. 1 push notification per day per company</td>
<td></td>
</tr>
</tbody>
</table>
Audience Voting Tool via the Congress App

Enhance your symposium programme with this interactive tool
The UEG Week congress app includes a tool for audience voting during sessions. Make the programme of your industry symposium more interactive and introduce some questions where delegates need to vote. The result of the voting will be shown on the screen within seconds.

€ 3,400 per symposium

Questions & Answers Tool

Enhance your symposium programme with this interactive tool
Make the programme of your industry symposium more interactive and allow delegates to send questions (via congress app, UEG Week Live website and Twitter) 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

Increase the reach of your symposium by making it accessible long beyond UEG Week
UEG is offering a very attractive, high value webcast recording package for industry 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 UEG Week 2020. In 2018, the UEG Education web page had about 1 Mio. page views.

Technicalities of offered on-demand webcast:
- Audio & video recording of the symposium by filming a headshot of the speaker. This is achieved by the provision of 1 centrally monitored, unmanned camera, fix-focused on the speaker standing at the lectern (only one time adjustments of the picture but no active steering)
- Capturing of the projector signal (incl. all presented videos, animations and presentation slides).
- Provision of webcast of the whole session in one piece as a multi-picture webcast including slide navigation (showing the camera and projection signal together – side by side – in one video with sound)
- Publication in the UEG Education Library alongside scientific session content post congress
- Provision of link to the recording (embed-code of webcast player) for symposium organiser’s own usage (for publishing on own website)
- Provision of recording-file in mp4-format, as 2-in-1-video showing the speaker next to the presentation (with displayed slides but no navigation) for symposium organiser’s own usage post congress
- 15 minute briefing during the rehearsal

For more information please contact us directly at uegweek@ueg.eu.

€ 10,000 per symposium
Industry Symposium Live Stream

Reach out to non-attendees around the world by broadcasting your symposium in real time
Live stream your industry symposium to a virtual audience in real time and extend your reach to an audience beyond the congress lecture room. With the live broadcast of your industry symposium non-attendees from all over the world can follow your session remotely.
The live stream is to be hosted on a stand alone microsite/symposium event website.
This service can only be offered in combination with our Webcast Recording Package.

Note: No live stream allowed outside this product. No commercial use of the live stream allowed.

For more information and the possibility to live stream your symposium directly from the UEG Week Live channel please contact us directly at uegweek@ueg.eu. The price for inclusion of the live stream on the UEG Week Live channel can be provided upon request. € 10,000 per symposium

Doorplayer Branding

Enhance the listing of your symposium on the doorplayer located in front of the session room
The programme of your industry symposium, your company logo or any preferred sujet related to the symposium will be displayed on the doorplayer located next to the entrance to the booked lecture room 30 min prior to your symposium until the end of the session. € 600 per symposium

UEG Week Social Wall

Become part of the UEG Social Media Community

The UEG Week social wall visualises ongoing discussions of the online community at and around UEG Week. Posts from all relevant social networks will be displayed on several screens on central points throughout the venue as well as on the UEG Week Live website with 18,800 unique users in 2018.
Benefit: Place your company logo and be visible in both worlds.
Please note: The content displayed on the UEG Week social wall is user-generated and not provided by UEG. The content is moderated with the aim to be kept strictly professional, however, hateful speech is not UEG’s liability.

€ 15,000 exclusive
€ 5,000 per sponsor (max. 3 sponsors)
Sponsored Post on our Social Media Channels

Reach thousands of people from your target group with your message

Spread your message to our 12,300 Friends on Facebook and 8,000 Followers on Twitter through a sponsored social media post. Content of the post to be provided by the company.

€ 3,500*

Example of a UEG Post on Facebook with 8,650 people reached

Spread your message to our 12,300 Friends on Facebook and 8,000 Followers on Twitter through a sponsored social media post. Content of the post to be provided by the company.

Example of a UEG Post on Twitter with more than 11,200 impressions

Example of a UEG Post on Twitter with more than 8,500 impressions

Example of a UEG Post on Facebook with 8,650 people reached

* Max. 2 bookings per company.

Paid Sponsored Post on Facebook

Reach your individually defined target group

Be visible with your logo and message on our paid Facebook post. You can define the target group with different countries and fields of interest (e.g. worldwide with gastroenterologic interest).

A typical paid UEG Week post on Facebook can reach 330,000 people.

€ 5,000*

* Limited to 3 sponsors.
UEG Week Information Screens

Spread your message on a slide shown on the UEG Week Info 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.

* Max. 5 bookings.

€ 2,500 per slide*

Break Slides

Attract thousands of delegates in the session rooms with your message

Promote your company’s onsite activities or spread your company’s message with a slide running on the screens of all session rooms. Your slide is shown in the break times in all session rooms during the whole congress duration (incl. PGT Programme) within the rotating slide set.

Note: No product placement and no animation allowed.

€ 8,500 per slide*

* Max. 1 slide per company | Max. 5 bookings

UEG Week Newsletter

Promote your company with your advert banner in a newsletter sent out by UEG Week

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

Format: Digital, publishing period: between August 2020 until the end of UEG Week 2020

Benefit: Advert banner & hyperlink to your company/symposium website (only 1 sponsor per newsletter)

Choose between newsletters sent out to our database (up to 84,000 addressees) or targeted newsletters, e.g. to our registered delegates for UEG Week.

Our newsletters have a read rate up to 50% during UEG Week.

<table>
<thead>
<tr>
<th>Available quantity</th>
<th>1 Newsletter</th>
<th>2 Newsletters</th>
<th>3 Newsletters</th>
<th>4 Newsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>€ 9,000</td>
<td>€ 16,200</td>
<td>€ 24,300</td>
<td>€ 32,400</td>
</tr>
</tbody>
</table>

All pictures shown are for illustration purposes only. Actual layout may vary due to website and design changes.
UEG Week Post Congress Report

Reach more than 60,000 people with your full page message

This 20-page booklet features the scientific highlights of UEG Week Amsterdam 2020, providing delegates, non-attendees and stakeholders with a descriptive yet concise overview of the congress. The report which is authored and produced by UEG will be sent to all 84,000 UEG newsletter recipients and will be available on the UEG website for a whole year and distributed via all channels.

Format: digital, publishing period: within a week of the congress

Benefit: Displaying one full inside page sponsorship advert or a max. 2 page advertorial (full colour; content to be supplied by the sponsor, labelled as industry content). *

Full Page Advert: € 8,500
Advertorial: € 14,500

* Max. 1 advert and max. 1 advertorial within the post congress report

Abstract Book Advert (Online)

Be visible with your company logo on the UEG Abstract Book site

The UEG Week Abstract Book will be published on the UEG website and will be available online after UEG Week for one year. Benefit: Get long-term visibility by placing your company logo plus company message in the leaderboard banner next to the congress logo above the Abstract Book. Link your company logo and message to your website and increase your recognition. The UEG Week Abstract Book will be available on the UEG website and distributed via all channels. In October 2018 the Abstract Book site reached 10,200 impressions. More detailed information upon request.

€ 13,500

All pictures shown are for illustration purposes only. Actual output will vary due to website and design relaunch.
Digital Items Metrics

UEG Week Website

- 710,000 page views in 2018

UEG Education

- about 1 Mio. page views in 2018

UEG Week Live

- > 35,000 visitors
- > 7,000 visitors per day
- 18,800 unique users
- ~ 3,500 unique live stream users
- > 100 live streamed sessions
during UEG Week 2018

UEG Week 2018 Congress App

- > 8,500 downloads

Social Media

- 12,300 Facebook Friends
- 8,000 Twitter Followers
- 967,000 Twitter impressions in October 2018

Newsletter

- Read-rate up to 50%
- 84,000 contacts in the UEG database

Abstract Book

- 10,200 impressions in October 2018
# Premises at the Congress Venue

## Poster Exhibition

**Show your involvement in one of the GI topic areas**

You will be acknowledged as sponsor of one topic area within the poster exhibition at UEG Week. Promote your company’s onsite activities or your company’s message on a sign in the poster exhibition. This package furthermore includes the branding of the E-Poster Terminal sail within that poster topic area with your company logo.

$6,500 per topic area

## Speakers Centre

**Increase your visibility through sponsorship of this well-frequented spot**

You will be acknowledged as speakers centre sponsor with your company logo on a sign at the entrance of the area and one within the speakers centre. Your company logo will be as well 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 use in the speakers centre. Benefit: 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.

$15,000

## Internet Centre

**Become sponsor of the Internet Centre**

You will be acknowledged as sponsor of the internet centre with your company logo. Moreover, your company website will open automatically every time a user sits down to browse the Internet. In addition, you are invited to provide mouse pads with your company logo or message for the internet centre. Benefit: 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.

$20,000

## Young GI Lounge

**Promote your company to our youngest delegates - the future of the GI community**

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. Benefit: 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.

$15,000
**Networking Area**

Increase your visibility through branded seating cubes and charging stations at one of the networking areas. Networking areas allow delegates to take a break, enjoy sitting down and charge their devices while your company message gains optimal visibility. Several well-frequented locations throughout the venue offer a unique way to promote your company. Display your company logo or message on seating cubes (40 cubes per networking area included) and the device charging stations (2 charging stations per networking area included).

Cubes are re-useable and foldable. Removal and transportation after the congress is not included in the price.

Duration of advertisement: Depending on location

€ 28,000 per networking area

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**Flyer Session**

Spread your message and distribute flyers to the delegates of UEG Week. Promote your onsite activities at allocated flyer slots in front of an allocated session room 15 minutes before the start of a session and 15 minutes after the end of the session. In addition, a second 30 minute slot will be allocated to your company where you can distribute flyers in a designated general area of the congress venue. Areas and slots are allocated by UEG.

€ 8,000*

*Max. 2 bookings per company.*
Advertising Options

Important Dates for Artworks, if not otherwise stated
Submission of artworks to UEG for approval: Fri, August 7, 2020
Submission deadline for print files: Fri, August 21, 2020

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 and others, if applicable.

Inside the RAI Amsterdam

Escalator Advertising Entrance Foyer
Double sided branding of the escalator incl. handrails in the entrance foyer at Entrance K. The left side of the escalator going down from Level 1 to Level 0 is reserved for a sponsor's advert.

Available quantity: 1
Duration of advertisement:
During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

Price: € 18,700

Bannister Entrance Foyer
Single sided branding of the bannister next to the escalators in the entrance foyer with two stickers (left and right to the escalators).

Available quantity: 1
Size: W 5000 x H 1000 mm
Duration of advertisement:
During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

Price: € 13,500
Window Stickers Entrance Foyer

- Branding with a window sticker visible in the foyer of Entrance K.

- Size: W 7000 x H 3000 mm
- Available quantity: 2
- Duration of advertisement: During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

Price per window sticker: € 15,400

Cloakroom Branding

- Branding of the cloakroom located on Level -1 in the foyer of Entrance K.

- Available quantity: 1
- Duration of advertisement: During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

Price: € 13,500

Escalator Advertising Auditorium

- Double sided branding of the escalator next to the Auditorium. The branding includes two escalators (1x going up from Level 0 to Level 1 and vice versa).

- Available quantity: 1
- Duration of advertisement: During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

Price: € 18,700

Foyer Branding Bannisters Upper Lounge

- Double sided branding of the bannisters located in the foyer next to the Auditorium on Level 1.

- Available quantity: 1
- Duration of advertisement: Sat, Oct. 10 – Tue, Oct. 13

Price: € 12,400
**Foyer Branding Bannisters Ruby Lounge**

Double sided branding of the bannisters located in the Ruby Lounge on Level 1.

- Available quantity: 1
- Duration of advertisement: During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

**Price:** € 13,400

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**Freestanding sign**

Double sided freestanding sign with a textile banner placed in a frame. These signs will be placed according to your wishes (upon consultation with UEG).

- Size: W 1000 x H 2500 mm
- Available quantity: 8
- Duration of advertisement: Depending on placement

**Price per double sided sign:** € 4,500

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**Floor Sticker**

These stickers will be placed according to your wishes (upon consultation with UEG).

- Size: W 3000 x H 3000 mm
- Available quantity: 5
- Duration of advertisement: Depending on placement

**Price per floor sticker:** € 6,600

---

**Charging Lockers**

Branding of charging lockers. The charging lockers will be placed at prominent places at the venue and offer delegates the possibility to leave their devices at the charging station which are equipped with cables suitable to charge all common devices, lock their compartment and pick the device up again once fully charged.

- Available quantity: 2
- Duration of advertisement: Depending on location

**Price upon request**
**Restroom Advertising**

Branding of several restrooms with mirrors stickers and posters located throughout the RAI.

- Size stickers on mirrors: W 500 x H 500 mm
- Size posters: W 297 x H 420 mm (A3)
- Duration of advertisement: Depending on location

**Price upon request**

**Trash Bins**

Full branding of trash bins. The trash bins will be distributed throughout the venue and can be booked in sets of 20 trash bins.

- Size: W 580 x H 1070 mm
- Available quantity: 3
- Duration of advertisement: Depending on placement

**Price per 20 trash bins:** € 9,800

**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:** € 11,800

**Eco-friendly Water Bottles**

The water bottles made from carton will be distributed to congress delegates during the congress.

- Format: 330 ml natural water in water cartons
- Benefit: Display of your company logo or message on each water carton

**Price:** € 25,000
Coffee Cups

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 catering areas.

Format: 180 ml cups (size is subject to change)
Duration of advertisement: Depending on location

Price: € 19,500

Outside the RAI Amsterdam

Hall 1 Banner

This mega banner will be placed in a fixed frame outside Hall 1.

Size: W 17000 x H 10750 mm
Available quantity: 1
Duration of advertisement:
During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

Price: € 32,500

Elicium Window Sticker

Branding of the elicium window with a large window sticker. When coming from the metro, the left window is reserved for a sponsor’s advert.

Size: W 14500 x H 5600 mm
Available quantity: 1
Duration of advertisement:
During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

Price: € 19,900

Triangular Sign

One standing triangular sign to be placed outside the RAI Amsterdam. The sign can carry three A0 posters.

Size: W 780 x H 1045 mm
Available quantity: 5
Duration of advertisement:
During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

Price: € 4,200
**Freestanding Tower**

One freestanding tower to be placed outside the RAI Amsterdam. The tower consists of 4 textile banners.

Available quantity: 6  
Duration of advertisement: During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

<table>
<thead>
<tr>
<th>Available sizes</th>
<th>Price per tower</th>
</tr>
</thead>
<tbody>
<tr>
<td>S (W 1000 x H 2500 mm)</td>
<td>€ 7,100</td>
</tr>
<tr>
<td>M (W 1250 x H 3000 mm)</td>
<td>€ 7,800</td>
</tr>
<tr>
<td>L (W 1500 x H 4000 mm)</td>
<td>€ 8,800</td>
</tr>
</tbody>
</table>

**Bridge Banner**

The banner will be hung from the bridge connecting the entrance to UEG Week with the train and metro station “Amsterdam RAI”.

Size: W 5400 x H 1800 mm  
Available quantity: 1  
Duration of advertisement: During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

Price: € 9,800

There might be banners from events taking place at the RAI Amsterdam at the same time hanging from the bridge next to the banner reserved to sponsors of UEG Week.

**Taxi Stand**

Double-sided branding of the taxi waiting stand.

Size: W 5000 x H 2000 mm (comes in sets of 2)  
Available quantity: 1  
Duration of advertisement: During the whole congress (Sat, Oct. 10 – Wed, Oct. 14)

Price: € 19,900

**Floor Plans for Advertising Options**

The floor plans for Advertising Options are available on request. Please contact uegweek@ueg.eu for more details.
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:
ueg.eu/week/sponsors-exhibitors/

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

Meeting rooms – Exhibition Hall Balcony

Hall 1 (Exhibition Hall) offers the opportunity to have a meeting room looking over the Industry Exhibition in proximity to the booths and other prominent areas. The rooms will be built in and therefore, two options are available.

The balcony meeting rooms can be provided for a minimum of 3-day booking.

Option 1 – Standard Room

The standard room contains:
- Wall elements system alu white
- Lockable door
- Carpet tiles
- Aluminium LED display light
- Daily basic cleaning
- 3 kW daytime power (incl. wall socket)
- Waste bin, coat stand
- Boardroom furniture

Room size: 36 sqm
Capacity*: 14 pax boardroom**
Optional: Entrance Branding with your company logo:
2,5 sqm Full colour print on wall only possible for a 5-day booking

€ 6,000 for 3-day booking (minimum booking)
€ 2,000 per additional day

* without technical equipment, any implementation of additional 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
Option 2 – A-Wall Room

The A-Wall room contains:
- Wall elements in frameless A-walls
- Lockable door
- Carpet tiles
- Aluminium LED display light
- Daily basic cleaning
- 3 kW daytime power (incl. wall socket)
- Waste bin, coat stand
- Boardroom furniture

Room size: 36 sqm
Capacity*: 14 pax boardroom**
Optional: Entrance Branding with your company logo:
2,5 sqm Full colour print on wall only possible for a 5-day booking

€6,750 for 3-day booking (minimum booking)
€2,250 per additional day

* without technical equipment, any implementation of additional 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

Meeting rooms – Elicium & Amtrium

Standard meeting rooms at RAI Amsterdam, located in the Elicium (3rd, 4th and 5th floor) and Amtrium (1st floor).

<table>
<thead>
<tr>
<th>Room size</th>
<th>Capacity* Seating: boardroom**</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>31 – 40 sqm</td>
<td>11 – 18</td>
<td>€ 2,250</td>
<td>€ 1,350</td>
</tr>
<tr>
<td>50 – 53 sqm</td>
<td>20</td>
<td>€ 2,400</td>
<td>€ 1,450</td>
</tr>
<tr>
<td>70 sqm</td>
<td>20</td>
<td>€ 2,800</td>
<td>€ 1,700</td>
</tr>
</tbody>
</table>

* without technical equipment, any implementation of additional 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
Industry Exhibition

Reasons for exhibiting

• All of the leading companies in the field of gastroenterology are present – be one of them!
• The industry 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</th>
<th>Reduced fee for publishing houses / book stores</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€ 800*</td>
<td>€ 400*</td>
</tr>
</tbody>
</table>

*All prices mentioned are net. If VAT will be added is depending on the place where the business of the customer receiving the services is established.

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 2020)
• Venue security during the opening hours
• Exhibitor and congress registrations as listed in the below chart

<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 (no access to scientific sessions)</td>
<td>per full 9 sqm</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>1 free congress registration (with access to scientific sessions)</td>
<td>9 – 54 sqm</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>2 free congress registrations (with access to scientific sessions)</td>
<td>&gt;54 sqm</td>
<td>yes</td>
<td>yes</td>
</tr>
</tbody>
</table>

Additional exhibitor registrations (no access to scientific sessions)

Before UEG Week: € 130 (incl. VAT) 3-day badge / € 40 (incl. VAT) 1-day badge
Onsite Fee: € 195 (incl. VAT) 3-day badge / € 60 (incl. VAT) 1-day badge

Additional exhibitor registrations (with access to scientific sessions) for company staff only

€ 220 (incl. VAT) per special rate badge (company staff only)
Badge number is limited as follows:
Premium Partners 10 / Major Partners 5 / General Sponsors and Exhibitors 2

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

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

The exhibition application form can be found on ueg.eu/week
Provisional Exhibition Hours

<table>
<thead>
<tr>
<th>Set-up</th>
<th>Thu Oct 8, 2020 *</th>
<th>09:00 – 22:00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fri Oct 9, 2020 **</td>
<td>08:00 – 21:00</td>
</tr>
<tr>
<td></td>
<td>Sat Oct 10, 2020</td>
<td>08:00 – 21:00</td>
</tr>
<tr>
<td></td>
<td>Sun Oct 11, 2020</td>
<td>08:00 – 18:00 ***&lt;br&gt;18:00 – 20:00 ****</td>
</tr>
<tr>
<td>UEG Week Exhibition</td>
<td>Mon Oct 12, 2020</td>
<td>09:00 – 17:00</td>
</tr>
<tr>
<td></td>
<td>Tue Oct 13, 2020</td>
<td>09:00 – 17:00</td>
</tr>
<tr>
<td></td>
<td>Wed Oct 14, 2020</td>
<td>09:00 – 14:00</td>
</tr>
<tr>
<td>Dismantling</td>
<td>Wed Oct 14, 2020</td>
<td>16:00 – 21:00</td>
</tr>
<tr>
<td></td>
<td>Thu Oct 15, 2020</td>
<td>07:00 – 20:00</td>
</tr>
</tbody>
</table>

* for Premium & Major Partner and booth space > 80 sqm / ** space > 40 sqm  
*** all crates must be removed by 18:00 at the latest / **** decoration only

What is most important to delegates when visiting the industry exhibition at UEG Week?*

(multiple answers possible)

- Innovation & information on latest products: 73,62 %
- Hands-on opportunities: 39,26 %
- Information on trials and latest research: 38,21 %
- Meet-the-experts session at booths: 24,02 %
- General networking/exchange with companies: 23,61 %
- Overall atmosphere / impression: 21,89 %
- Existence of catering / networking / seating areas: 19,69 %
- Scheduled appointments with companies: 7,32 %
- Publisher's row: 5,54 %
- Others: 0,57 %

* Results derived from a survey with reference group of 3,143 pax.

Important Dates

Circulation of Exhibitors’ technical manual: **April 2020**
Submission deadline for the company description for the UEG Week congress app: **Fri, September 4, 2020**
Deadline for sending construction plans for self-built booths: **Fri, August 21, 2020**
Deadline to send order forms for additional services: **Fri, August 21, 2020**
Submission deadline for total required exhibitor badges: **Thu, September 3, 2020**
Submission deadline for total congress registrations for company staff: **Thu, September 3, 2020**
Deadline for entering names for exhibitor and congress registrations for company staff: **Fri, September 18, 2020**
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 UEG Week 2020, 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 14, 2020</th>
<th>Thu, Sept. 3, 2020</th>
<th>After Thu, Sept. 3, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Congress &amp; Postgraduate Teaching Programme</td>
<td>Sat – Wed</td>
<td>€ 790</td>
<td>€ 935</td>
<td>€ 1,100</td>
</tr>
<tr>
<td>Congress Programme</td>
<td>Mon – Wed</td>
<td>€ 515</td>
<td>€ 660</td>
<td>€ 825</td>
</tr>
<tr>
<td>Postgraduate Teaching Programme</td>
<td>Sat – Sun</td>
<td>€ 275</td>
<td>€ 275</td>
<td>€ 275</td>
</tr>
<tr>
<td>Fellow in training*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Congress &amp; Postgraduate Teaching Programme</td>
<td>Sat – Wed</td>
<td>€ 300</td>
<td>€ 325</td>
<td>€ 350</td>
</tr>
<tr>
<td>Congress Programme</td>
<td>Mon – Wed</td>
<td>€ 200</td>
<td>€ 225</td>
<td>€ 250</td>
</tr>
<tr>
<td>Postgraduate Teaching Programme</td>
<td>Sat – Sun</td>
<td>€ 100</td>
<td>€ 100</td>
<td>€ 100</td>
</tr>
<tr>
<td>Undergraduate student**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Congress &amp; Postgraduate Teaching Programme</td>
<td>Sat – Wed</td>
<td>€ 60</td>
<td>€ 60</td>
<td>€ 60</td>
</tr>
<tr>
<td>Allied Healthcare Professionals***</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>incl. ESGENA &amp; other nurses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Congress &amp; Postgraduate Teaching Programme</td>
<td>Sat – Wed</td>
<td>€ 250</td>
<td>€ 250</td>
<td>€ 250</td>
</tr>
</tbody>
</table>

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

* The fellow in training fee is only applicable for master and PhD students as well as for residents in training and a certificate from the supervisor or head of department must be forwarded together with the registration. Registrants need to be under the age of 40 at the time of the congress.

** The student fee is only applicable for medical students at university/college level who have not finished any medical degree yet. A certificate confirming the student status at the time of the congress signed by the dean of the university/college is required.

*** The fee for allied healthcare professionals is only applicable for professionals without any medical degree. A confirmation from the head of department is required. Allied Healthcare Professionals include: nutritionist, dieticians, psychologists, psychotherapists, educationalists, statisticians, pharmacologists, microbiologists and nurses.

Group Registration (minimum purchase: 10 registrations)

If you order group registration with full pre-payment by Thu, May 28, 2020 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, May 28, 2020.
Submission of names of your delegates until Thu, Sept 10, 2020.

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

Please note that for organisation and compliance reasons we kindly request the provision of e-mail address, age and prescriber/non-prescriber status for all delegates registered via a company.
The official local housing partner for UEG Week Amsterdam 2020 is RAI Hotel Services, offering hotel accommodation for groups and individuals.

RAI Hotel Services has blocked rooms in various hotels in different price categories. The hotels are located throughout the city of Amsterdam – the congress venue RAI Amsterdam can be comfortably reached from all hotels either in a short walk or by public transport.

Please refer to the UEG Week 2020 housing website ueg.eu/week/attendance/housing for an up-to-date hotel list, hotel descriptions and maps as well as the booking link and contact details.

As Amsterdam 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 hotelservices@rai.nl. Please state number of rooms, arrival and departure dates, room type (single or double occupancy), 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.

Please note that Premium & Major Partners of UEG Week 2019 already had priority choice for their preferred hotels.

**Individual Reservations (max. 9 rooms)**

Individual reservations can be made online from Friday, November 22, 2019. For up-to-date availability and immediate confirmation, please book your room through the online booking site at ueg.eu/week/attendance/housing.

**Caution**

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

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

UEG recommends that companies do not give information or data to any of these service providers.
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55 Application Terms & Conditions
55 Payment Terms & Conditions
55 Cancellation and Reduction Terms & Condition

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 Opportunities.

Date of publication and effective from October 2019
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 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 ethical standards and all statutory rules and regulations applicable to the jurisdiction in Europe and especially, the hosting country. 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 symposia or at an officially and legally approved site in compliance with both the legislation of the host country and of the congress.

Intellectual property law protects the legal rights of creators and owners in relation to intellectual creativity. Participating companies are solely responsible for paying all usage rights and royalties for the use of intellectual property and copyright (music, photos, movies, artwork, etc.) used at all company’s activities during UEG Week.

UEG does not accept any liability in case of non-compliance from sponsors/exhibitors to applicable statutory rules and regulations.

The company shall hold UEG harmless from any third Party’s claim, damages or loss arising from contempt of regulation requirements.

Codes of Practice and Pharmaceutical Product Promotion
All companies and associations participating in UEG Week 2020 are advised to consult the guidelines and codes of practice applicable to The Netherlands and Amsterdam. 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.

- Stichting CGR https://www.cgr.nl/CGR.nl/media/CGR.nl/Gedragscode/20190107-Dutch_CoC_Pharmaceutical_Advertising-ENG-per-20190701.pdf
- COCIR – European Trade Association representing the medical imaging, radiotherapy, health ICT and electromedical industries http://www.cocir.org/

UEG has received confirmation by the CGR that UEG Week Amsterdam 2020 has the status of a large-scale international conference.

The official written confirmation by the CGR can be provided upon request and is also available in the Industry Zone on the UEG Week website.

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 Symposia Terms & Conditions

Programme & Faculty
Industry 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 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 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 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 on the UEG Week 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 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 symposia.

The organising company is responsible to obtain the copyrights from each speaker who will present during the industry symposium and to ensure that speakers provide any potential conflicts of interest.

*Faculty packages are subject to change at all times
**Session Slot Allocation**

Industry symposia will be running in parallel with other industry symposia. A maximum of five parallel symposia are scheduled for 60 min Breakfast Meetings and 90 min Industry Symposia and a maximum of four parallel symposia are scheduled for 45 min Lunch Industry Symposia but UEG reserves the right to adapt this number.

<table>
<thead>
<tr>
<th>Symposium Category</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 min Breakfast</td>
<td>Mon, Oct 12</td>
<td>07:00 – 08:00</td>
</tr>
<tr>
<td>Meetings</td>
<td>Tue, Oct 13</td>
<td>07:00 – 08:00</td>
</tr>
<tr>
<td></td>
<td>Wed, Oct 14</td>
<td>07:00 – 08:00</td>
</tr>
<tr>
<td>45 min Lunch</td>
<td>Mon, Oct 12</td>
<td>12:30 – 13:15</td>
</tr>
<tr>
<td>Industry Symposia</td>
<td>Tue, Oct 13</td>
<td>12:30 – 13:15</td>
</tr>
<tr>
<td></td>
<td>Wed, Oct 14</td>
<td>12:30 – 13:15</td>
</tr>
<tr>
<td>90 min Industry</td>
<td>Sun, Oct 11</td>
<td>16:15 – 17:45</td>
</tr>
<tr>
<td>Symposia</td>
<td></td>
<td>or 18:00 – 19:30</td>
</tr>
<tr>
<td></td>
<td>Mon, Oct 12</td>
<td>18:00 – 19:30</td>
</tr>
<tr>
<td></td>
<td>Tue, Oct 13</td>
<td>18:00 – 19:30</td>
</tr>
</tbody>
</table>

The application deadline for preferred sponsorship options and exhibition space is on Friday, February 7, 2020. 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 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).

Within the same level of sponsorship, the following ranking rules apply:
- 1st criterion: Total amount of the financial contribution for UEG Week 2020.
- 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.

The deadline to submit details for industry symposia programmes for the programme approval and time slot allocation is Friday, February 28, 2020. The following information needs 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 order of preference)
- 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 symposia by April 3, 2020 and will try to avoid an overlap of topics at the same time. Due to the numbers of industry 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 symposia programmes starting on Friday, April 3, 2020.

**Photo, Filming and Recording**

The company organising a given industry 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 symposia is not permitted in general, besides the live stream package offered by UEG.

Delayed: Industry symposia cannot be broadcasted in any way until the first Monday following the end of UEG Week 2020. Exempt from this regulation are industry symposia that have been live streamed through the live stream package offered by UEG.

The organising company is responsible to get consent from all speakers for the filming and/or live broadcasting of the industry symposium.

**Promotion & Give-Aways**

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

- Sponsors may announce their symposium onsite on a display provided by UEG.
- Sponsors may set-up 1 roll (max. size of 1m width, 2m height) 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 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.

**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 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 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 symposia. In general, exhibitor registrations do not entitle to have access to industry 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 symposium staff badges per symposium.

If a company has booked hostesses via the official hostess supplier to support them during their symposium they will be registered via a free staff registration.

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 7, 2020. 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, digital items, premises at the congress venue, advertising options, company meeting rooms) 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:

• 1st criterion: Total amount of the financial contribution for UEG Week 2020.
• 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.

Company Meeting Rooms
Rooms can be rented for e.g. informal business meetings up to a maximum of 20 persons. Educational lectures or product placements are not permitted within these rooms.

UEG needs to be informed about all activities planned in these rooms (meetings, staff room, interviews, market research etc.).

All persons requesting access to the meeting rooms must be registered either as delegate or exhibitor.

In the room rental, a one-time set-up in boardroom style is included. Any extra equipment is at the company’s own expense and different room set-ups need to be coordinated with and approved by UEG and are not possible for ½ day room rentals.

The set-up of any signs (roll-ups, etc.) throughout the venue is not allowed.

Promotion
For certain sponsoring items UEG permits product advertising. All branding and advertising artworks need to be in compliance with the local codes of practice with regard to the promotion of prescription medicines and others, if applicable. Local regulatory approval is incumbent on the company booking the item.

Exhibition Terms & Conditions

Congress and Exhibition Layout and Stand Allocation
Allocation displays or related activities at the exhibition stands that do not reflect the scientific content of UEG Week will be considered as inappropriate.

The application deadline for preferred sponsorship options and exhibition space is on Friday, February 7, 2020. 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, booth space 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:

• 1st criterion: Total amount of the financial contribution for UEG Week 2020.
• 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 Industry Exhibition Management for booth space allocation according to their sponsorship level and ranking. UEG will make every possible effort to meet specific booth location requests and careful consideration will be given to all requests.

Booth selection/assignment process:
UEG will prepare an anticipated rough allocation time schedule. There you can see the time frame when you will presumably be contacted regarding your booth location (subject to change, not binding). In case you are not available at this time, we kindly ask you to let us know your substitute in order to ensure a continuous process. According to your ranking position and the process explained below, please note that a reply within the given time frame is requested to meet the schedule. To avoid delays we cannot grant extensions. Thank you for your cooperation and understanding.

In the allocation process, it must be ensured that the remaining space in a block can be entirely and properly used and no space is lost. With choosing the exhibition space it must be ensured that the remaining space towards the border of a block does no result in row stands towards the perimeter aisle. UEG reserves the right to adapt this if deemed necessary due to layout considerations. Island stands will only be allocated to booth spaces ≥ 30 sqm. UEG reserves the right to adapt this number if deemed necessary due to layout considerations.

Premium and Major Partners 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.

General Sponsors up to position 40 in the ranking list:
According to their position on the ranking list two companies will be contacted at the same time with a proposed exhibition space location, but can request an alternative location from the remaining spaces (if
feather) within two working days after receipt of the proposal. Should both request the same alternative location, the company with the higher ranking position will be assigned. The process must be finalized within two working days, regardless if the proposal will be accepted or alternatives are requested, therefore please review and reply as quickly as possible to our e-mail. If there is no reply within two working days the proposed location will be considered as accepted.

Alternative locations can be requested, but cannot be guaranteed and shall not represent a condition for the participation in the exhibition.

General Sponsors from position 41-81 ranking list:
According to their position on the ranking list ten companies will be contacted at the same time with a proposed exhibition space location, but can request an alternative location from the remaining spaces (if feasible) 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. The process must be finalized within two working days, regardless if the proposal will be accepted or alternatives are requested, therefore please review and reply as quickly as possible to our e-mail. If there is no reply within two working days the proposed location will be considered as accepted. Alternative locations can be requested, but cannot be guaranteed and shall not represent a condition for the participation in the exhibition.

From position 81 onwards:
Companies will be assigned according to their booth size by UEG and will be informed about their location. If available alternative locations can be requested within the same day of receipt of the e-mail, but cannot be guaranteed and shall not represent a condition for the participation in the exhibition.

From position 100 onwards:
Companies will be assigned according to their booth size by UEG and will be informed about their location.

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. In the event of an alteration to the stand rental, the exhibitor shall be reimbursed or invoiced for the amount, according to the case.

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 onsite 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 2020) 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 but not directly on the stand border 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 an 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 & Suspension 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>Suspension from the ceiling in the exhibition hall</td>
<td>max. height of 7 m where possible (curved ceiling; upper rim – truss, lights included)</td>
<td>max. height of 5 m (upper rim – truss, lights included)</td>
</tr>
</tbody>
</table>

Venue Specifications
RAI Amsterdam, Hall 1
Maximum floor load: 1.800 kg/m2.
Please note that it is not permitted to drill into the floor.
Water connection and drainage available.
Floor: asphalt

Separation Walls and Flooring
All stands must be separated from the neighbouring stand(s) by means of a separation wall (min. height 2.50 m – max. height according to sponsorship level). The separation wall can be provided by the exhibitor or can be ordered with the appropriate order form at extra costs. Any possible height differences to walls of neighbouring stands must be finished properly on the upper outside of this walls.

Raised floors/platforms are obligatory to cover cabling/installations coming from the floor ducts.
Submission of Construction Plans
Please provide the following documents via e-mail as pdf-file until Friday, August 21, 2020 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 all elements (counters, displays, etc.), all kind of activities, 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 minimum/standard height of side and back walls towards neighbouring booths is 2.50 m (including platform/raised floor). Rental modular stands are 2.50 m high. Individual booths may be built from 2.50 m to 5 m height, depending on the sponsorship level, spatial possibility and after coordination and approval of the Industry Exhibition Management. All stands, except rental modular booths, need prior approval of the Industry Exhibition Management. Please submit your constructions plans asap, but until August 21 at the latest.

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 or elements that block the access to the booth must not be longer than 25%–35% of the length of the booth on each side and may not interfere with other exhibitors. The minimum/standard height of the back wall towards neighbouring booths is 2.50 m (including platform/raised floor). Rental modular stands are 2.50 m high. Individual booths may be built from 2.50 m to 5 m height, depending on the sponsorship level, spatial possibility and after coordination and approval of the Industry Exhibition Management. All stands, except rental modular booths, need prior approval of the Industry Exhibition Management. Please submit your constructions plans asap, but until August 21 at the latest.

Peninsula Stand
According to international custom, peninsula booths shall be built open on three sides and should be fully accessible on all 3 open sides. At the three open sides, any solid walls or elements that block the access to the booth must not be longer than 25% to 35% of the length of the booth of each side and may not interfere with other exhibitors. The minimum/standard height of the back wall towards neighbouring booths is 2.50 m (including platform/raised floor). Rental modular stands are 2.50 m high. Individual booths may be built from 2.50 m to 5 m height, depending on the sponsorship level, spatial possibility and after coordination and approval of the Industry Exhibition Management. All stands, except rental modular booths, need prior approval of the Industry Exhibition Management. Please submit your constructions plans asap, but until August 21 at the latest.

Island Stand
According to international custom, island booths shall be built open on 4 sides and should be fully accessible on all 4 open sides. At the 4 open sides, any solid walls or elements that block the access to the booth are only allowed with special permission of the Industry Exhibition Management. Depending on the concept and location of the booth, solid walls or elements that block the access to the booth must not be longer than 25%–35% of the length of the booth on each side and may not interfere with other exhibitors. The minimum/standard of both booths is 2.50 m (including platform/raised floor). Individual booths may be built from 2.50 m to 5 m height, depending on the sponsorship level, spatial possibility and after coordination and approval of the Industry Exhibition Management. All stands, except rental modular booths, need prior approval of the Industry Exhibition Management. Please submit your constructions plans asap, but until August 21 at the latest. Island stands will only be allocated to booth spaces ≥ 30 sqm. UEG reserves the right to adapt this number if deemed necessary due to layout considerations.

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 reserves the right to refuse applications from companies that do not adhere to the standard requirements or expectations and reserves 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. 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, 13:15 – 13:45 and 15:30 – 16:00. Please inform UEG in advance if you are planning these activities.

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 industry exhibition manager reserve the right to request that exhibitors halt any activity that may be causing annoyance or interference to others.

Serving alcoholic beverages on stands is strictly forbidden.
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 exhibitor 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 hours after the exhibition officially closes to prepare and clean up the booth. On Monday October 12, 2020 access will be granted from 07:30 to exhibitor badge holders.

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.

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<tr>
<th>2 exhibitor registrations (no access to scientific sessions)</th>
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<td>Company Staff only</td>
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<td>Valid for</td>
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<tr>
<td>per full 9 sqm</td>
<td>no</td>
<td>no</td>
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<td>yes</td>
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In case a company booked more than one exhibition booth space, the total sum of the booked sqm will be taken as basis for the calculation of the complimentary exhibitor and congress registrations.

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 during blackout times. 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 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 be aware of the UEG Week blackout times:
Saturday, October 10 09:00 – 16:30
Sunday, October 11 08:30 – 19:30
Monday, October 12 07:00 – 19:30
Tuesday, October 13 07:00 – 19:30
Wednesday, October 14 07:00 – 15:30

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.

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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 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.

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Any kind of onsite promotion activity during UEG Week 2020 that is not listed in the sponsorship prospectus has to be reported to 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 UEG Week and the Congress Name “United European Gastroenterology Week Amsterdam 2020 (UEG Week 2020 or UEG Week Amsterdam 2020)” 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:

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Sponsor endorsement logos are provided to all sponsors and exhibitors upon request.

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 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 area and lecture rooms but can take place in the space rented by the company in the exhibition hall or in their own 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.

Appointed Agency
If an agency is involved in the organisation of a company’s activities at UEG Week, the company has to confirm in written to UEG:
- the agency’s name
- contact person
- contact details
- the role of the agency

Companies will be held responsible and accountable for activities organised on their behalf by their official appointed agency. Requests from unknown agencies will not be taken into account.

Each company is responsible for sharing the link and log-in details to the Industry Zone on the UEG website with their agencies and providing them with the necessary information for their participation at UEG Week.

Privacy and Data Protection
By participating at UEG Week, the Sponsor’s representatives agree that UEG uses Personal Data as defined in UEG’s Privacy Policy which can be found at ueg.eu/privacy-policy/, and that UEG uses and publishes 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 according to the General Data Protection Regulation. Detailed information about our data processing and the rights of the affected persons can be found in our Privacy Policy.

In order to organise UEG Week it is necessary to transmit the company’s primary contact person’s data to UEG’s contract partners and other third parties. By doing so our contract partners are able to offer you important services in relation with your UEG Week participation (e.g. accommodation or additional exhibition services). This transmission is only to organise UEG Week and the disclosed contact data will not be used otherwise. The company guarantees that the contact person is aware of such transmission and has given his consent to such transmission.

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 UEG (including smart phones, mobile devices, etc).

Please note that numerous sessions will be recorded and published at 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 are 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 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 Industry 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, UEG 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 UEG Week 2020. UEG cannot be held liable for consequential damages, such as losses, costs, fees and negative impact on reputation.

Postponement or Cancellation of UEG Week, 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), blockage 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 (“Force Majeure”).

A party anticipating or affected by any event of Force Majeure shall:
- promptly notify in writing 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 there are compelling reasons beyond its control which inevitably delays or prevents UEG, however acting reasonably, from hosting the UEG Week as scheduled, UEG has the right to postpone, shorten, close temporarily or fully or cancel the exhibition and to amend sponsoring items. Unless (i) UEG notifies the sponsor to cancel such year’s UEG week at all (ii) or, where this is not the case but the UEG Week is postponed for more than six (6) months, the respective agreement and any terms and conditions included therein and herein shall remain binding upon the parties.

If, as a result of Force Majeure, the UEG Week is postponed for more than six (6) months, the party which is to be notified of such circumstances may terminate the respective 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, 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 the respective agreement or in relation to the (scheduled) hosting of UEG Week, and the sponsor shall be released from any further liability under the respective agreement. The same applies if the agreement is terminated pursuant to postponement for more than six months (see preceding paragraph).

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 UEG Week 2020.

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 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

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 7, 2020 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, June 26, 2020 (payment due: on or before July 27, 2020)

All contracts need to be signed by Friday, June 26, 2020 the latest.

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, June 26, 2020 (payment due: on or before July 27, 2020)

For applications received after Friday, February 7, 2020 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.

All payments need to be settled before UEG Week.

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.
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