# Annex 1 – UEG Week Industry Guidelines and Terms & Conditions

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

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

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

For more detailed information regarding sponsorship levels and options, exhibition space, dates and deadlines, please see the Sponsoring & Exhibition 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_Photaceutical_Advertising-ENG-per20190701.pdf
- EFPIA - European Federation of Pharmaceutical Industries and Associations
- IFPMA - International Federation of Pharmaceutical Manufacturers and Associations
- MedTech Europe – Represents the European Medical Technology Industry
- COCIR – European Trade Association representing the medical imaging, radiotherapy, health ICT and electromedical industries
  http://www.cocir.org/
- EACCME – The European Accreditation Council for CME
  http://www.uems.eu/uems-activities/accreditation/eaccme

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>
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<th>Date</th>
<th>Time</th>
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<td>Mon, Oct 12, 2020</td>
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<td>Tue, Oct 13, 2020</td>
<td>07:00 – 08:00</td>
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<td></td>
<td>Wed, Oct 14, 2020</td>
<td>07:00 – 08:00</td>
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<tr>
<td>45 min Lunch Industry Symposia</td>
<td>Mon, Oct. 12, 2020</td>
<td>12:30 – 13:15</td>
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<td>90 min Industry Symposia</td>
<td>Sun, Oct 11, 2020</td>
<td>16:15 – 17:45 or 18:00 – 19:30</td>
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<tr>
<td></td>
<td>Mon, Oct 12, 2020</td>
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</tr>
<tr>
<td></td>
<td>Tue, Oct 13, 2020</td>
<td>18:00 – 19:30</td>
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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.

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 and flyers may be distributed 30 min prior to their symposium directly in front of the respective lecture room. For breakfast meetings the sponsor is entitled to distribute flyers in a given 30 min time slot (location and time slot will be provided and approved by UEG). Such material must not be distributed in any of the official congress hotels.

• Sponsors may 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 30 min prior to the symposium
• 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 specified 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 not 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
feasible) 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/parts or elements that block the access 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%-30% of the length of the booth each side and may not interfere with other exhibitors. The minimum/standard of 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.

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 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 height of the back wall towards neighbouring booth 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 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 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.

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 hour 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.

<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>per full 9 sqm</td>
<td>no</td>
<td>no</td>
<td>exhibitors</td>
</tr>
<tr>
<td>9 – 54 sqm</td>
<td>yes</td>
<td>yes</td>
<td>full-paying exhibitors</td>
</tr>
<tr>
<td>&gt;54 sqm</td>
<td>yes</td>
<td>yes</td>
<td>full-paying exhibitors</td>
</tr>
</tbody>
</table>

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

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:

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.

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.