

UNITED EUROPEAN
GASTROENTEROLOGY

ueg week

VIRTUAL 2021

Annex 1

Industry Guidelines

October 3-5, 2021

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1. General Information

United European Gastroenterology (UEG) GmbH, hereinafter referred to as UEG – has developed the “**UEG Week Virtual 2021 Industry Guidelines**” in order ensure the smooth functioning of the official virtual congress activities and optimal participation 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 virtual UEG Week & PGT. The booking of sponsorship options implies acceptance of the UEG Week Virtual Industry Guidelines.

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, please see the Industry Offer.

Date of publication and effective from April 6, 2021.

Industry Zone

The Industry Zone is a platform on the UEG Week website, where you can find important information (documents, manuals, brochures etc.) you need for the organisation of your activities at UEG Week Virtual.

Link: <https://my.ueg.eu/industry-zone>

All supporters of UEG Week Virtual will receive log-in details to the industry zone.

Once received, please make sure to share the link and the login details with your agencies and colleagues who are involved in your preparation for UEG Week.

UEG Week & PGT Virtual 2021

After the three live congress days of UEG Week (October 3 - 5), the virtual congress platform hosting UEG Week Virtual will be accessible until November 15, 2021 for all participants with a registration for UEG Week. Delegates can access all content on the platform, (re-)watch sessions on-demand, visit the industry exhibition and many more features for a total of 1.5 months. All session recordings will also be available for on-demand streaming in the UEG Library, accessible throughout the year.

From October 22 – 23, the Postgraduate Teaching Course will be hosted on the congress platform. PGT Virtual is a dynamic, live, two-day educational experience. This year, the programme will cover year 1 of the 3-year PGT curriculum. A separate registration is needed for this educational course. PGT participants will have access to the industry exhibition and on-demand recordings of industry symposia from October 22 – November 15, 2021.

Codes of Practice and Pharmaceutical Product Promotion

All companies and associations participating in UEG Week Virtual 2021 are advised to consult the guidelines and codes of practice applicable. The company hence accepts all liability in all cases of non-compliance with these codes.

- **EFPIA - European Federation of Pharmaceutical Industries and Associations:** [Code of Practice](#)

- **IFPMA - International Federation of Pharmaceutical Manufacturers and Associations:** [Code of Practice](#)
- **MedTech Europe – Represents the European Medical Technology Industry:** [Code of Ethical Business Practice](#)
- **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>

Booking of Sponsoring Items

Bookings for UEG Week Virtual 2021 will be handled via an online shop and following a two-level application process.

Early access to the online shop for bookings on **May 4, 11:00 AM CEST** will be given to:

- Premier Supporters of UEG Week 2020
- Companies holding more than 50 points in the UEG Point System
- Premier Supporters UEG Week 2021 → commitment to Premier Supporter Level by May 3, 17:00 CEST (written confirmation needs to be sent to UEG at l.duenser@ueg.eu)

The online shop will close temporarily again on May 5, 17:00 CEST before it will open again on **May 6, 11:00 AM CEST** for bookings of remaining companies (companies part of the above group with early access can still book items from May 6 onwards as well).

Bookings in the online shop will be handled on a first-come, first-served basis. The online shop shows real-time availability of sponsoring items.

Access link and instructions to the online shop will be sent to the first group of companies with early access on April 26, 2021.

Access link and instructions to the online shop will be sent to all other companies in our industry contacts list on May 5, after 17:00 CEST.

If your contact is not yet included in the industry contact list or if you are unsure whether it is included and you would like to receive access to the industry online shop for bookings of sponsoring items, please let us know at l.duenser@ueg.eu.

All bookings via the online shop are binding. Companies will have to accept the “UEG Week Virtual Industry Guidelines” as well as the “[Industry Terms & Conditions](#)” and [Privacy Policy](#) during the booking process.

For all items that require further allocation after booking (e.g. industry symposia slot allocation, advertising options: allocation of a certain slot / preferred day / placement), our ranking rules apply in case of overlaps of preferences with other companies. 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 for all bookings received until May 12:

- 1st criterion: Total amount of financial contribution for UEG Week Virtual 2021
- 2nd criterion: If two or more companies show the same financial contribution the UEG point system will be applied
- 3rd criterion: If there are still two or more companies showing the same level, date and time of booking will be used as criterion for ranking purposes.

After May 12 the allocation will be treated on a first-come, first-served basis for remaining slots, placements etc.

2. Sponsorship Opportunities

Virtual Exhibition

Layout and Stand Allocation

The virtual exhibition offers a dedicated space which will allow sponsors to host and showcase their latest innovations.

The virtual exhibition will be accessible on the congress platform for all registered from October 3 – November 15, 2021.

In the exhibition hall all companies will be featured with their company logo and direct link to the exhibition booth.

Companies can book multiple booths (e.g. for separation between medical and commercial booth space). A separate access point per booth from the exhibition hall will be given per booth booked.

The listing of exhibition booth space in the virtual exhibition hall will follow the sequence as listed below:

- Premier Supporter
- Premium Booth Package
- Enhanced Booth Package
- Starter Booth Package

Listing within categories alphabetically.

Type of Stand

UEG offers different type of booths as per the industry offer (Premium, Enhanced, Starter). For specifications, visuals, included features and benefits per booth type, please see the industry offer. Companies can choose their preferred booth type during the booking process.

Companies will be contacted by UEG upon booking of a virtual exhibition booth to confirm their preferred template or booth layout.

Companies need to adhere to the technical specifications and deadlines issued by UEG with regards to their virtual booth presence, as well as the content uploaded and provided at a company's exhibition booth.

All external resources and webpages linking from a company's exhibition booth will have to open in a new tab.

When booking the Premium booth package, companies will have the possibility to link to an external booth hosted on an external platform. UEG cannot provide any functionalities (e.g. chat function) for external booths. If a company hosts meet-the-expert sessions on their booth, these will be limited to max. 3 slots per company per day. The functionality provided on external platforms is not limited besides the number of meet-the-expert sessions per day. Metrics provided for external booths are limited to the number of clicks from the exhibition hall to a company's booth only. The lead generation option cannot be offered for booths hosted on external platforms.

Interaction on Booth

UEG offers different interaction tools to get in touch with delegates/ to give delegates the opportunity to get in touch with a company representative at the company's booth. Depending on the booth package booked, interaction tools are included (see industry offer for details).

For all type of chats, the following is applicable with regards to personal information that will be shared: Delegates will be able to see the First Name, Last Name and Function/Job Title from the company representatives available to chat with. Company representatives will be able to see the First Name and Last Name of delegates interacting with them via the chat. Delegates are notified about the personal information shared when interacting with a company representative at the booth via our Registration Terms & Conditions.

1:1 Text Chat

Depending on the booth package booked, the 1:1 text chat possibility is included with the booth booking. Companies can assign representatives who maintain these chats. Company representatives can perform several chat conversations simultaneously with delegates. Companies will be able to manage availabilities for the chat function individually. If no company representative is available, an automatic response will be sent to delegates engaging in the chat (e.g. informing delegates to reach out via email instead). This automatic response message can be set individually by each company for their booth.

1:1 Video Chat with Meeting Scheduling Function

The Premium Booth package allows for two 1:1 video chat possibilities (= 2 video chat rooms) with delegates. Scheduling an appointment with a company representative will be prerequisite for the delegate to engage with a company via video chat. Companies can manage their availabilities in the meeting scheduling tool individually. Delegates will receive a notification at the time of their scheduled appointment.

UEG will facilitate both, the meeting scheduling function and the video chat tool.

1:1 video chat slots of 15 min each are predefined in the meeting scheduling tool. Company representatives can manage their availabilities individually via this tool.

Meet-the-Expert Slots

Meet-the-Experts slots are offered for 20 min each and a maximum of 3 slots per day per company can be booked. Four slots are included with the Premium Booth Package booking and two slots with the Enhanced Booth Package. These slots are typically used for live, interactive, smaller group discussions with invited experts or company representatives.

To allow for a good performance from a technical but also organisational point of view, the maximum number of attendees for these group chats are 25 persons (incl. speaker(s)/expert(s)/company staff) if video is enabled for all participants. Alternatively, max. 150 participants can participate with participant video disabled.

Slots can be freely chosen by the company in the course of the three live congress days and will be included in an industry programme overview available on the congress platform and UEG Week website.

Further details on the interactive features will be provided to exhibitors in due time in a separate manual.

Timeline Preparation Booth Presence

Technical instructions & details, as well as the exhibition form that needs to be filled-in by exhibitors in order to prepare their booth presence will be shared by UEG with exhibitors in June 2021. The following deadlines will be set to ensure that the virtual exhibition booths will be ready before the start of UEG Week 2021:

Deadline to return exhibition form for backend access as soon as backend opens*	August 13
Opening of exhibition backend	August 25
For premium booth bookings (own template): Deadline to send in own booth template	August 27
Latest deadline to submit exhibition form	September 3
For premium booth bookings (external booth): Deadline to send link to external booth	September 17

*If form is submitted after August 13, backend access on August 25 cannot be guaranteed. Backend access can be granted approximately 5 working days after submission of form (but anyways not before August 25).

Promotion and Activities at Booths

The stands may only be used for exhibiting and advertising the exhibitor's own products, materials or services but not for the sale of any products.

UEG reserves the right to refuse bookings 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. Allocation displays or related activities at the virtual exhibition stands that do not reflect the scientific content of UEG Week Virtual 2021 will be considered as inappropriate.

Contests, lotteries, raffles and quizzes are subject to approval by UEG.

Participation / Badges

All registered delegates will have access to a company's exhibition booth.

Please note that according to the EU Directive 2001/83/ EC promotional material related to prescription-only medicines must be provided exclusively to Healthcare Professionals who are authorised to apply, administer or prescribe a Medicinal Product such as physicians, dentists, veterinary surgeons, dental practitioners, midwives, members of the nursing profession, medical laboratory services and paramedic and any other medical facilities, provided they require medicinal products to fulfil their tasks. If the content displayed at your company's booth requires to restrict access to Healthcare Professionals only, please inform UEG accordingly at your earliest convenience but not later than the deadline specified with the technical instructions for exhibition booths to be issued by UEG. UEG will gate access for Healthcare Professionals/ Non-Healthcare Professionals accordingly.

Each participant will be asked to indicate their status upon first entry to the platform.

The following categories will be available for indication: Healthcare Professional, Non-Healthcare Professional and (newly introduced this year) Industry Representative.

Industry representatives will have full access rights to all exhibition booths.

For every Premium booth package booking, 5 complimentary congress registrations are included. Every Enhanced booth package booking will include 3 complimentary congress registrations.

Industry Symposia

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 of an industry symposium is not affiliated with UEG and the responsibility for the content remains with the company. However, the symposium programme is to be approved by the UEG Scientific Committee. After booking of a symposium slot, companies will be contacted by UEG to submit details of industry symposia programmes for the programme approval by the UEG Scientific Committee. The preliminary programme needs to be shared with UEG by May 14. UEG will inform companies about the approval of symposia programmes from May 21 on.

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.

Symposium and presentation titles, speakers' names as well as the sponsors' name will be included in dedicated sections on the UEG Week Virtual 2021 website and on the congress platform after approval by the UEG Scientific Committee. Sponsors may publish their programme, abstracts and proceedings themselves.

Please note that active members of the UEG Scientific Committee and the UEG Council are not permitted to speak in or chair UEG Week Virtual 2021 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 on the first slide of the presentation.

The organising company is responsible to get consent from all speakers for the recording and broadcasting of the industry symposium.

Industry Symposia Guidelines & Timelines

More detailed instructions for the preparation of your industry symposium will be shared by UEG individually with all industry symposia organisers in due time. Further timelines and deadlines will also be shared by UEG with industry symposia organisers in due time.

Companies need to adhere to the instructions, technical specifications and deadlines issued by UEG with regards to the organisation of an industry symposium.

Participation / Badges

All registered delegates will have access to industry symposia.

Speakers/chairs of industry symposia do not require a congress registration to speak/chair at an industry symposium only. If speakers/ chairs want full access to UEG Week Virtual 2021, a congress registration will be needed.

Five complimentary congress registrations are included with every industry symposium booking.

Promotion

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.

Industry Symposia Slots

Max. 1 industry symposium will be scheduled per slot (UEG reserves the right to adapt this number). For an overview of parallel sessions of the UEG Week Scientific Programme within these slots, please see the [UEG Week Online Programme](#). 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.

Time Slot Overview for 60-min Simu-Live Industry Symposia

Sunday, October 3	Monday, October 4	Tuesday, October 5
10:00 – 11:00 CEST	10:00 – 11:00 CEST	10:00 – 11:00 CEST
11:30 – 12:30 CEST	11:30 – 12:30 CEST	11:30 – 12:30 CEST
13:00 – 14:00 CEST	13:00 – 14:00 CEST	13:00 – 14:00 CEST
14:30 – 15:30 CEST	14:30 – 15:30 CEST	14:30 – 15:30 CEST
16:00 – 17:00 CEST	16:00 – 17:00 CEST	16:00 – 17:00 CEST
17:30 – 18:30 CEST	17:30 – 18:30 CEST	
19:00 – 20:00 CEST	19:00 – 20:00 CEST	

Companies will be asked to indicate their three preferred time slots for their 60-min Simu-Live Symposium during the booking process. Slots will be allocated as follows as described above in the section “Booking of Sponsoring Items”. Allocated slots will be confirmed with industry symposia organisers from May 21 on.

60 min Simu-Live Industry Symposium

Pre-recorded presentation with Live Q&A*

Included benefits:

- Pre-recording of the symposium talks by the official UEG supplier (at no extra cost). Alternatively, the recording can be produced by and at the costs of the sponsor and provided to UEG as per exact technical instructions and by the given deadline.
- Live Q&A with symposia speakers during symposium slot: Tool facilitated by UEG, pre-selection of questions possible
- Branding of the symposium stream & webpage (“virtual lecture room”), possibility to include one hyperlink (e.g. to a session evaluation form or to sponsors virtual exhibition booth)
- 1 Rehearsal slot
- Recording of session and provision of Webcast by UEG. Webcast will be made available for on-demand streaming on the congress platform shortly after the live slot until the end of the year. Webcast will be made available in the UEG library for an indefinite period of time for all myUEG users free of charge.
- Provision of link to the recording & mp4 recording file for symposium organisers own usage.
- 1x video space in the Product Theatre
- Provision of metrics

*Fully live sessions are not recommended but feasibility can be checked on an individual level.

Rehearsal for 60 min Simu-Live Symposium

UEG will schedule a technical rehearsal slot for each simu-live industry symposium to explain and rehearse the process with symposia speakers / chairs. Information on rehearsal slots as well as further guidance with regards to access to the rehearsal for company staff will follow by UEG in due time.

60 min On-Demand Industry Symposium

The pre-recorded, on-demand webcast of your industry symposium will be made available to all registered delegates from the first day of the congress as on-demand file on the congress platform until November 15. Webcast will be made available in the UEG library for an indefinite period of time for all myUEG users free of charge.

Pre-recording of the symposium by the official UEG Supplier (at no extra cost) or recording to be produced by and at the costs of the sponsor and provided to UEG as per exact technical instructions and by the given deadline.

If pre-recorded with the official UEG supplier: The link to the recording & mp4 recording file will be provided to symposium organisers for their own usage.

Furthermore, one video space in the Product Theatre is included with the On-Demand industry symposium booking.

Broadcasting on External Platform

Live: Live or simultaneous broadcasting of industry symposia is not permitted on external platforms. Industry symposia will hence only be streamed from the UEG Week Virtual 2021 congress platform.

Delayed: Symposia organisers will receive the link to the recording & mp4 recording file of the symposium for their own usage post-congress.

Advertising Options

Promotion of Prescription Medicines

UEG does not permit promotion of prescription-only medicines for any of the offered advertising options as UEG cannot ensure that these are visible to Healthcare Professionals only. UEG can only gate access exhibition booths for Healthcare/ Non-Healthcare Professionals accordingly (upon consultation with the sponsor/exhibitor) but not for individual advertising options as per the industry offer.

All branding and advertising artworks need to be in compliance with the applicable codes of practice with regard to the promotion of prescription medicines and others, if applicable. Regulatory approval is incumbent on the company booking the item. UEG acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of said products.

Approval & Provision of Final Files

UEG approval is mandatory for all promotional materials.

Final files for the promotional materials will need to be provided to UEG as per exact technical instructions/ specifications provided by UEG. Companies need to adhere to deadlines issued by UEG with regards to provision of files for approval and final files.

Detailed instructions, specifications and deadlines will be shared by UEG with the sponsor individually per sponsoring item booked.

3. General Guidelines

Parallel Industry Activities outside the Congress Platform

Even though UEG Week 2021 will not be held in its physical format, we kindly ask that all of our Industry Partners to refrain from holding parallel activities which are not linked to UEG Week Virtual 2021 during the following times: October 3 – October 5, 2021: 08:00 – 20:00 (CEST) each day.

It is in our best and common interest to retain the focus of the profession on this single platform during the three live congress days.

We thank you in advance for following these recommendations.

Publicity/Media/Press

The dedicated sponsor logo of UEG Week Virtual 2021 and the Congress Name “United European Gastroenterology Week Virtual 2021 (UEG Week Virtual 2021)” 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 upon request.

Press conferences conducted by sponsors may neither be held before the first UEG Week Virtual 2021 press briefing nor at the same time as the official press briefings. The organization of the press conference remains with the company. The UEG PR & Media Relations agency 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 time will be shared with industry partners in due time.

All companies organising press conferences should inform UEG of the date and schedule of their press conferences.

Our PR & Media Relations agency offers UEG Week Virtual 2021 industry partners the opportunity to include their press releases within a dedicated ‘Industry Press Pack’. This press pack will be distributed to all registered journalists of UEG Week Virtual. This service is offered by UEG and its PR & Media Relations agency on a complimentary basis. If you are interested in taking up this offer, please contact Luke Paskins at media@ueg.eu.

The use of the UEG and UEG Week or UEG Week Virtual 2021 logo on sponsors press material is prohibited.

Any interview requests with members of the UEG Council or UEG Scientific Committee must be coordinated through our UEG PR & Media Relations agency: media@ueg.eu.