



UNITED EUROPEAN  
GASTROENTEROLOGY

**ueg** week

# United European Gastroenterology Week Copenhagen

Sponsoring & Exhibition

Copenhagen and Online

October 14–17, 2023

# Contacts

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## UEG Week 2023

Bella Center Copenhagen  
Copenhagen, Denmark

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## UEG Week Industry Exhibition Management

MAW-International Exhibitions & Advertising  
Freyung 6/3/3  
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[uegweek.exhibition@media.co.at](mailto:uegweek.exhibition@media.co.at)  
Katrin Doppler, Carmen Zavarsky

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## UEG Week Official Registration

Mondial Congress & Events  
Operngasse 20b  
1040 Vienna, Austria  
T +43 1 58804 0  
[uegweek.registration@mondial-congress.com](mailto:uegweek.registration@mondial-congress.com)

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## UEG Week Housing Partner | DIS Congress Service A/S

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DK-2750 Ballerup, Denmark  
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[uegweek.housing@discongress.com](mailto:uegweek.housing@discongress.com)  
[www.discongress.com](http://www.discongress.com)

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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, the UEG Week Industry Guidelines and Terms & Conditions (Annex 1 and Annex 2) can be found on the UEG website:

[ueg.eu/industry](http://ueg.eu/industry)

Date of publication: November, 2022



Important!

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# Welcome to UEG Week Copenhagen 2023

**Dear Partner, Supporter and  
Exhibitor of UEG Week,  
Dear Colleague,**

In a hybrid world, let's engage as one connected community! UEG Week is the premier meeting for the digestive health community, providing clinicians and researchers with a unique opportunity to hear about and exchange knowledge on the latest advancements and most exciting research developments in the field. As one of the most sought-after digestive health events across the globe, UEG Week is back and better than ever in hybrid format from October 14 – 17, 2023 offering the best of two worlds. First: a modern, in-person congress venue, known as one of the leading congress destinations in the world, Bella Center Copenhagen. Second: a top-quality and interactive virtual congress platform now already innovated and used for three consecutive years.

The focus will be on delivering one event but allowing for two experiences, ensuring that there will be superb content provided for both the physical and the virtual participant. That UEG Week is an extremely unique and innovative congress was yet again proven by more than 10,800 registrants from over 116 countries that joined us in Vienna and online. UEG Week in Copenhagen next year, will again give 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 all backgrounds and geographical locations. Congress sessions are created and carefully crafted by the Scientific Committee in a variety of formats to maximise learning, interaction, and engagement from registrants, whatever their level of expertise.

A core strength of UEG Week's programme is the contribution of our "Young Talent Group" to it, and therefore invaluable for future generations of gastroenterologists. Multidisciplinary education is a key focus of UEG Week, which is why the congress covers topics of interest for the whole digestive health community. Outside of the science, another core focus of UEG Week is to encourage interaction between participants. As a result, there will be plenty of opportunities for engagement amongst participants before, during and after the event.



This coming October, UEG Week again is “the place to be” in-person as well as virtually, providing you, our industry partners with an excellent occasion to showcase your organisation's portfolio to a wide audience, therefore increasing your presence in the digestive health community. We count on you again to make UEG Week 2023 accessible to everyone with your support. We look forward to face-to-face conversations, networking with colleagues and company representatives and hearing of new industry developments. We have lots of exciting new engagement ideas allowing you to generate high quality leads and build valuable relationships with like-minded peers. Covering all aspects of digestive health, our comprehensive programme will give you an insight into the current state of the art of digestive health in numerous stimulating sessions and discussions. UEG Week reaches many general gastroenterologists, that want to be updated on very different areas of Gastroenterology. In fact, their practice may include Hepatology, Pancreatology, Endoscopy techniques and so on. Consequently, this is a unique opportunity to reach medical doctors as well as other Allied Health Professionals, that care for Digestive disease patients.

Meeting highlights include:

- Postgraduate Teaching Programme providing continuous state-of-the-art updates in various gastrointestinal disorders from leading clinicians. The 3-year curriculum will follow the curriculum for year 3 in 2023.
- Our extremely popular live endoscopy.
- Cutting-edge symposia on management of disease.
- Informative live case-based discussions.
- Talks providing a concise update on common problems in the daily clinical practice.
- Clinical Trials.
- Translational science.
- Hands-on training for endoscopic, surgical and ultrasound techniques.
- Onsite and virtual participation for a truly global reach.

And so much more!

Play your part in supporting researchers and clinicians across the field and help place digestive health on the world stage both in Copenhagen and online. 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. We would love to welcome you in Copenhagen for UEG Week – giving us a chance again to communicate, set up collaborations, meet old friends and make new ones!

With kind regards,



Helena Cortez-Pinto  
UEG President



Jeanin Van Hooft  
UEG Secretary General

## General Dates to Remember

Industry site inspection at the Bella Center: **Tue, December 6, 2022**

Bookings open for all sponsorship options:

Priority access for Premier and Main Supporters on **Mon, January 23, 2023, 14:00 CET**

Access for all General Supporters on **Thu, January 26, 2023, 14:00 CET**

Booking Deadline for Ranking Purposes: **Tue, January 31, 2023, 14:00 CET**

Opening of abstract submission: **Mon, February 27, 2023**

Publication of UEG Week 2023 preliminary programme: **March 2023**

Opening of online registration: **Thu, March 30, 2023**

Abstract submission deadline: **Fri, April 28, 2023 (23:59 CEST)**

Deadline early registration: **Wed, May 31, 2023**

Late-breaking abstract submission: **Mon, August 7 – Mon, September 4, 2023 (09:00 CEST)**

Deadline regular registration: **Thu, September 7, 2023**

All dates  
and deadlines on  
[ueg.eu/week](https://ueg.eu/week)

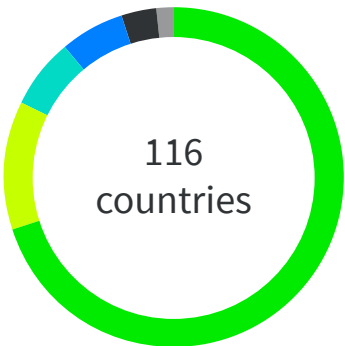
# UEG Week 2022 Statistics

## UEG Week Registrants

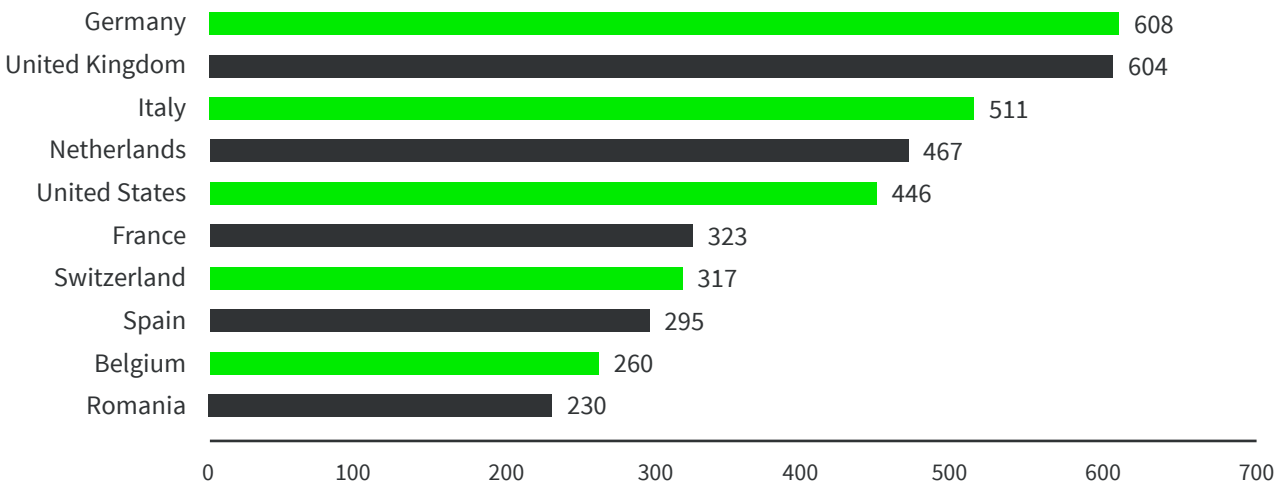
**10,813** Total Registrants  
**20 %** Virtual

## Countries and continents

- 70% Europe
- 12.3% Asia
- 6.8% North America
- 6.1% Latin America & the Caribbean
- 3.2% Africa
- 1.6% Australia

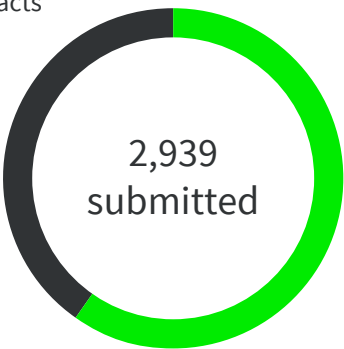


## Top 10 attending countries



## Abstracts

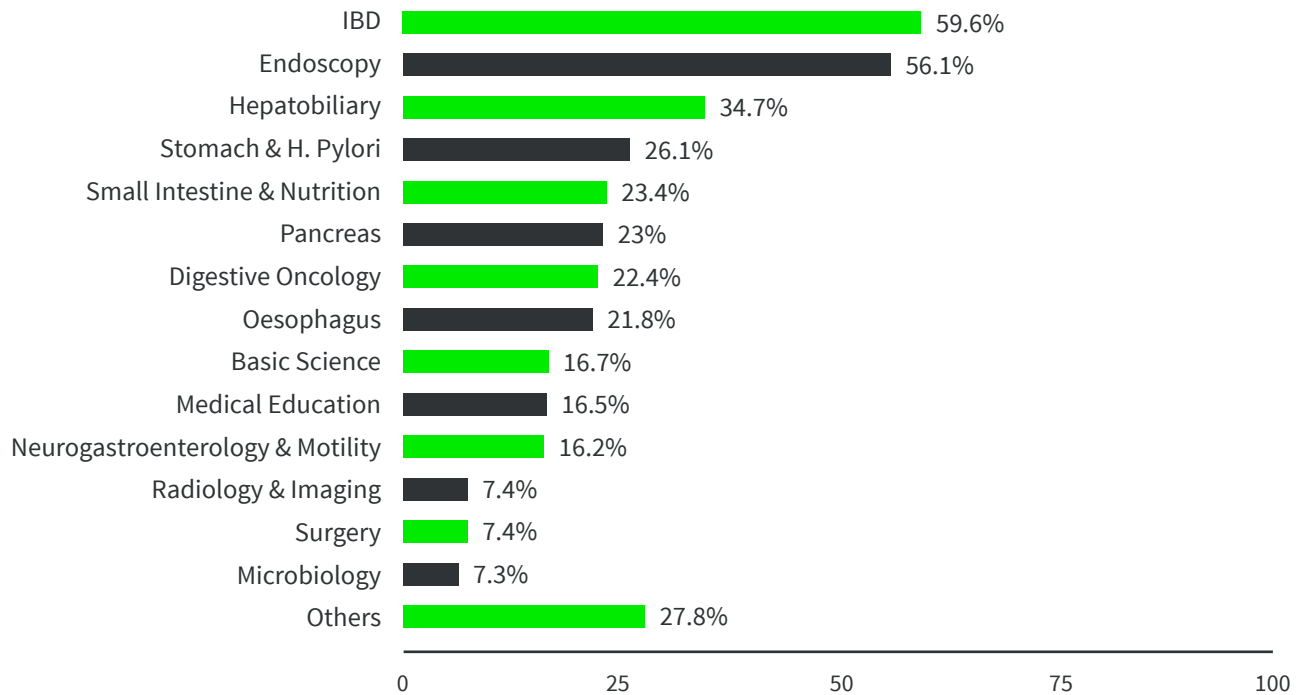
**2,939** Submitted abstracts  
**1,760** Presented abstracts



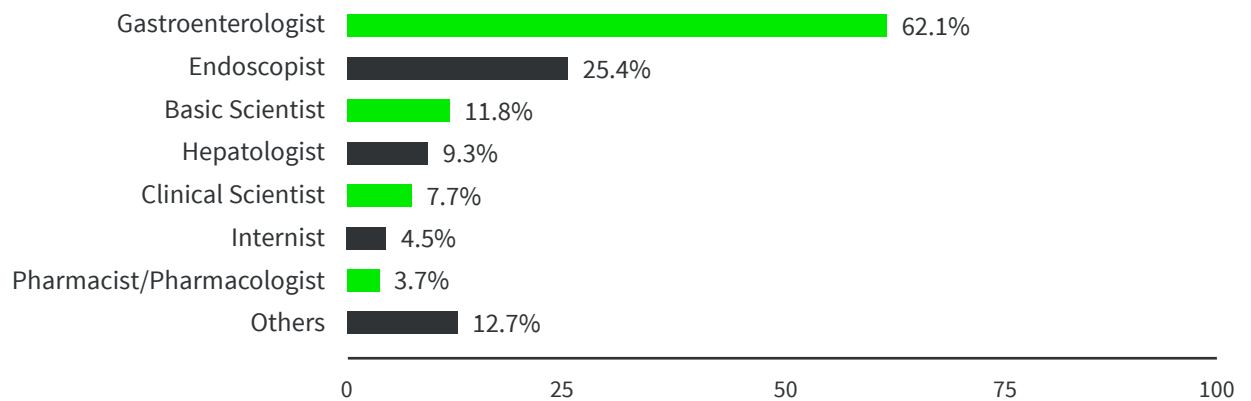
## Industry

Supporters, Exhibitors **90**  
Premier Supporters **8**  
Main Supporters **6**  
Industry Symposia **19**  
Exhibition Space **3,850 m<sup>2</sup>**

### Fields of interest\*



### Participants expertise\*



\* multiple answers possible, reference group of 7,023 participants



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BELLA · CENTER  
COPENHAGEN

HYBRID





# List of UEG Week 2022 Supporters

## in alphabetical order

### Premier Supporter

AbbVie  
Bristol Myers Squibb  
Eli Lilly and Company  
Galapagos

### Main Supporter

Alfasigma Spa  
Boehringer Ingelheim  
Celltrion Healthcare

### Supporters

#### A Alimentiv B.V.

Ambu  
AMG GI.  
AnX Robotica GmbH  
AOHUA Endoscopy

#### B BCM Co., Ltd

BioCer Entwicklungs-GmbH  
Biohit Oyj  
Bioline Products s.r.o.  
Boditech Med  
Boston Scientific  
BÜHLMANN Laboratories AG

#### C Calpro AS

CapsoVision, Inc.  
Chongqing Jinshan Science & Technology (Group), Ltd  
Choyang Medical Industry Ltd.  
Cook Medical  
Creo Medical

#### D Dr. Falk Pharma

Dr. Henke Medical Training + Education

#### E ELLA-CS

EMED SP. Z O. O. SP. K.  
Endo Tools Therapeutics SA  
Endosoft B.V.  
Endostart srl  
Erbe Elektromedizin GmbH  
Eurospital

#### F FINEMEDIX Co., Ltd.

Fischer Analysen Instrumente GmbH

#### H Hangzhou AGS MedTech CO., LTD.

Hangzhou Lancetinc Medical Technology Co., Ltd  
HUGER MEDICAL INSTRUMENT CO., LTD

Janssen

Pfizer Inc.

Sanofi

Takeda

Fresenius Kabi

FUJIFILM Europe

Olympus

#### I Immundiagnostik AG

InDex Pharmaceuticals AB  
IntroMedic Co., Ltd

#### J JIANGSU ATE MEDICAL TECHNOLOGY CO., LTD

Jiangsu Vedkang Medical Science & Technology Co., Ltd

#### K Karger Publishers

#### L Laborie

La Lettre de l'Hepato-Gastroenterologue  
Lumendi

#### M M.I.Tech Co., Ltd.

Madrigal Pharmaceuticals  
mdd Company GmbH  
Meditalia  
MICRO-TECH Endoscopy  
MTW-Endoskopie

#### O Ovesco Endoscopy AG

#### P PrecisionBiotics Group Ltd

#### R R-Biopharm AG

Richen Medical Group

#### S Smart Medical Systems Ltd

Sony Europe B.V.  
Standard Sci-Tech Inc.  
STERIS Endoscopy and Cantel

#### T Taewoong Medical

The Standard Co., Ltd.  
Tillotts Pharma AG

#### V VectivBio AG

VYTEL

#### W Waldner Technologie Medicali Srl a Su

Wassenburg Medical B.V.  
Wisepress Medical Bookshop

#### Z Zhejiang Chuangxiang Medical Technology Co., Ltd

For a list of long-term  
partners please see:  
[ueg.eu/week/industry-  
programme#long-term](https://ueg.eu/week/industry-programme#long-term)

THANK YOU  
FOR YOUR  
SUPPORT!

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# ueg quality of care



## Ingest the best GI Guidelines App

**Become  
a sponsor!**

Request sponsor  
information:  
[industry@ueg.eu](mailto:industry@ueg.eu)

Almost 24.000 downloads with around 3.500 active users a month!

Get top diagnosis and treatment recommendations with the first guidelines app of its kind in gastroenterology. Key features include:

- Interactive diagnosis and treatment algorithms
- Scores and calculators
- Full guideline texts with bookmark and notes function
- Executive summaries of the most important recommendations of each guideline

Download for free: [ueg.eu/guidelines-app](http://ueg.eu/guidelines-app)

# UEG Week Programme Overview & Scientific Information

Saturday October 14, 2023	Sunday October 15, 2023	Monday October 16, 2023	Tuesday October 17, 2023
Postgraduate Teaching Programme			
Hands-on Programme			
		UEG Week Programme Sessions	
	Industry Exhibition		
Industry Symposia			
			Live Endoscopy

This is a simplified version of the programme partly showing the planned activities at UEG Week 2023.  
Full version available online at [ueg.eu](http://ueg.eu). 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™.

## EFPIA/MedTech CVS considerations:

UEG Week 2023 (EMT29646) has already been approved with provisional compliance by the MedTech Conference Vetting System.

Click here  
to find  
out more!



# Become a Supporter

## Connecting hybrid worlds at UEG Week 2023

UEG Week goes to Copenhagen in 2023 and will return as a Hybrid congress featuring a physical face-to-face exhibition as well as a refined virtual platform for online participants.

UEG Week 2022 welcomed more than 10,800 participants from across the globe with 20% of delegates having virtual participation only. We re-connected, shared, engaged and presented in Vienna, and we look forward to doing it again in Copenhagen.

UEG maintains that a truly connected community uses every available asset to forge and nurture these connections and so our virtual platform is another tool in the box that allows our corporate supporters to extend the reach of their in-person activities, promotions and communications to the entire scope of the UEG community registrants attending UEG Week 2023, either online or in person.

Every exhibitor, with purchase of exhibition floorspace, will at no further charge, receive an online copresence in the virtual platform. This online presence provides the opportunity to echo your footprint at the physical event in Copenhagen.

You can find out more about what's included in the Virtual Platform Presence on page 19.

Additionally, corporate partners who book industry symposia will have their session streamed live on the virtual platform at no further charge, broadening the scope of the symposium's reach.

Finally, when it comes to visibility during the event, corporate partners will be able to choose the relevant communication tools formats that best fit strategic objectives, allowing a truly tailored participation.

We invite all corporate partners to embrace the opportunity to connect with the UEG Community in Copenhagen and online. Join us as we engage as one connected community.

## Sponsorship Levels

Industry is kindly invited to become a supporter of UEG Week 2023 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 2023 will determine the level of sponsorship. Registration fees paid by the supporter for invited participants are not included in the final calculation of the financial contribution, which serves as basis for granting the applicable level of sponsorship.

Please note:

Supporter levels are calculated from overall investment in 2023 (i.e. combined bookings), and are not bookable items themselves!

Level of Sponsorship	Minimum Payment (net)	Booking Deadline for Ranking Purposes:
Premier Supporter	€ 210,000	Tuesday, January 31, 2023
Main Supporter	€ 150,000	Tuesday, January 31, 2023
General Supporter	< € 150,000	Tuesday, January 31, 2023

Every company will have the opportunity to become a Premier or Main Supporter of UEG Week 2023 by paying the equivalent sum, irrespective of the UEG points (more information on the following pages) achieved so far for participation in previous UEG Weeks.

## 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:

Additional Benefits	Premier Supporter ≥ € 210,000	Main Supporter ≥ € 150,000	General Supporter < € 150,000
Priority access to the online shop for bookings on January 23, 14:00 CET (if status is confirmed with UEG by January 17, 2023)	✓	✓	n/a (access as of January 26, 14:00 CET)
Priority choice of room for an industry symposium	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
Priority choice of your own exhibition booth space from the available spaces based on a given layout by UEG, no influence on surrounding areas and considering ranking until Jan 31, 2023	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice
Permission to extend the exhibition booth height in the hall to a maximum of	max. of 5 m	max. of 4 m	max. of 3.50 m
Suspension from the ceiling in the exhibition hall Please consider the section height restrictions in Hall C, as mentioned on page 14.	max. height of 7 m where possible (upper rim – truss, lights included)	max. height of 5 m (upper rim – truss, lights included)	no suspension
Named as Premier / Main Supporter in congress publications, the virtual congress platform and onsite with a company logo display	✓	✓	n/a
Named as Premier / Main Supporter on the congress website with a company logo display and a hyperlink to your company's website	✓	✓	name only no logo display no hyperlink
Use of the official congress endorsement logo with designation of Premier or Main Supporter or General Supporter for advertising (after approval by UEG)	✓	✓	✓
Congress registrations (with access to scientific sessions & virtual platform)	5	3	n/a
Exhibitor only registrations (without access to scientific sessions & virtual platform)	35 additional	20 additional	n/a
Free tickets for the Premier Supporter's own industry symposia (onsite access only)	200	n/a	n/a

Please note: All Free tickets for the Premier Supporter's own Symposium/Symposia can only be collected onsite during the set-up days before the congress starts. If required before onsite collection (i.e. for posting or distribution before the congress), please inform [industry@ueg.eu](mailto:industry@ueg.eu)

## Stand Building Heights & Suspension from the Ceiling

Hall	Max. Building Heights			Suspension from the Ceiling		Water Connection & Drainage	Floor
	Premier Supporter	Main Supporter	General Supporter	Premier Supporter	Main Supporter		
Hall C	5 m	4 m	3.5 m	7m where possible	5 m where possible	Yes	concrete

Please note the maximum heights for rigging sections in the exhibition hall (see the floorplan on page 17):

C2: 5,5 m, where possible; C3: 7 m; C4: 7 m

## Booking & Allocation Process

Bookings for UEG Week 2023 will be handled via an online shop and following a two-level application process. Priority access to the online shop for bookings on **Monday, January 23, 14:00 CET** will be given to:

- Premier and Main Supporters of UEG Week 2022 (see page 15 for Premier and Main Supporter 2022 listing)
- Companies holding more than 50 points in the UEG Point System
- Premier or Main Supporters of UEG Week 2023 – commitment to Premier or Main Supporter Level by January 17 EOD (written confirmation needs to be sent to UEG at [industry@ueg.eu](mailto:industry@ueg.eu))

The online shop will open for all remaining supporters on **Thursday, January 26, 14:00 CET** for bookings (companies part of the below group (page 15) with early access can still book items from January 26 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 potential supporters from our industry contacts list in due time.

**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 [industry@ueg.eu](mailto:industry@ueg.eu).**

All bookings via the online shop are binding. Companies will have to accept Annex 1 – UEG Week Industry Guidelines and Annex 2 – UEG Week Industry Terms & Conditions as well as UEG's Terms & Conditions and Privacy Policy during the booking process.



Some items require further allocation after booking (e.g. exhibition booth space allocation, meeting room allocation, advertising options: allocation of a certain slot / preferred day / placement). For these, our ranking rules apply in case of overlaps of preferences with other supporters.

To ensure transparency, order and fairness for all supporters, but also to reflect contributions by supporters to previous UEG Weeks (UEG point system), the following ranking rules apply for allocation purposes within the same level of sponsorship and for all bookings received before the booking deadline for ranking purposes (**Tuesday, January 31, 14:00 CET**).

- 1<sup>st</sup> criterion: Total amount of the financial contribution for UEG Week 2023
- 2<sup>nd</sup> criterion: If two or more supporters show the same financial contribution the UEG point system will be applied
- 3<sup>rd</sup> criterion: If there are still two or more supporters showing the same level, date and time of booking will be used as criterion for ranking purposes.

After Tuesday, January 31, 14:00 CET, all bookings will be treated on a first-come, first-served basis.

The booth, symposium slot and company meeting room allocation will start according to ranking from February onwards.

## Priority Access

Priority access to the online shop on **January 23, 14:00 CET** will be granted to the following companies:

### **Premier supporters**

- AbbVie
- Bristol Myers Squibb
- Eli Lilly and Company
- Galapagos
- Janssen
- Pfizer Inc.
- Sanofi
- Takeda

### **Main supporters**

- Alfasigma
- Boehringer Ingelheim
- Celltrion Healthcare
- Fresenius Kabi
- Fujifilm Europe
- Olympus

Additionally, companies who confirm commitment to become Premier or Main Supporter at UEG Week 2023 by January 17, EOD will receive priority access to the online shop on January 23.

## UEG Point System

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

The point system is managed by UEG, which will ensure appropriate points allocation and provision of necessary information to all the concerned parties. Each supporter will be advised of the current point status individually upon request at [industry@ueg.eu](mailto:industry@ueg.eu). Points gained from the previous 4 UEG Weeks (2019–2022) will be taken into account for ranking purposes for UEG Week 2023.

For UEG Week 2023 points can be achieved as follows:

- Premier Supporter 24 points
- Main Supporter 17 points
- General Supporter 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

In case, companies want to transfer points as a result of a merger or acquisition of companies, an official letter confirming the commercial transaction needs to be sent to UEG along with an expression of the wish that the companies want to transfer their points.

Only the points accrued by the company who has achieved more points in a given year will be considered. The points accrued by the company with less points in a given year will be neglected. Points gained from the previous 4 UEG Weeks will be considered.

## UEG Week Long-Term Partners

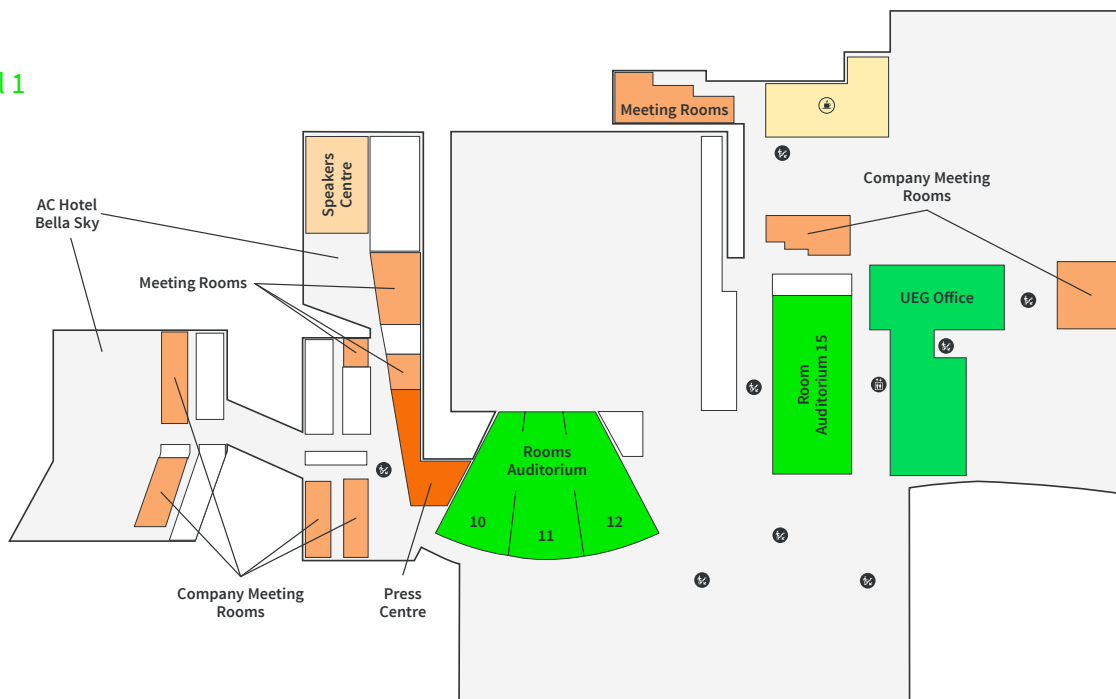
UEG will continue with the “UEG Week Long-Term Partners”, a category that acknowledges long-term industry support.

All companies who have been involved in UEG Week for at least the past 3 years and the current UEG Week (UEG Week 2020 – 2022) will be acknowledged in the UEG Week virtual platform, on signage onsite and on the congress event webpages, irrespective of their sponsorship level or gained points.

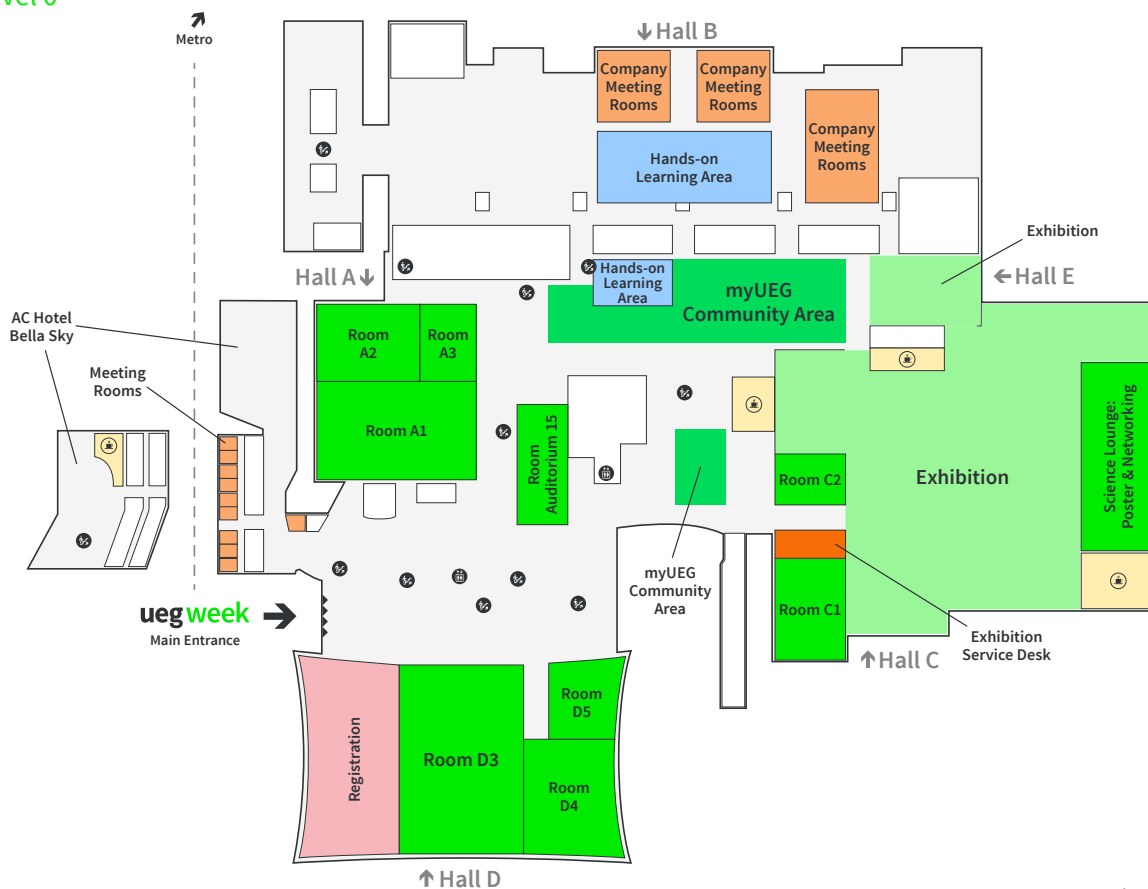
UEG wishes to express a special thanks to long-term support in this way.

# Floor Plans

## Level 1



## Level 0



2022, subject to change



# 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 registrants – **take advantage of this opportunity!**
- Participants 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!**
- Be present in both worlds and **expand your reach** – each exhibition space booking comes with a presence in the virtual exhibition!

## Space Rental Fee and Included Services

	Regular fee for companies	Reduced fee for publish- ing houses / book stores
Space rental fee per square meter net (minimum area of a stand is 9 sqm)	€ 800*	€ 400**

\* All prices mentioned are excluding VAT and stamp duty. If VAT will be added is depending on the place where the business of the customer receiving the services is established.

\*\*maximum of 18sqm can be booked at a reduced fee

**Important:** Booths larger than 250sqm must have an aisle through the booth. The aisles must be minimum 1,3 meters wide. It can be carpeted or flooring can be built. If the flooring on the booth is raised, there needs to be ramps in the width of the aisle.

### The space rental fee includes:

- Net stand area (floor space without equipment or services)
- Listing of name in the exhibitor list
- Cleaning of general surfaces (aisles) and heating/air conditioning
- Exhibitors' technical manual (available in April 2023)
- Venue security during the opening hours
- Exhibitor and congress registrations as listed in the below chart

	Booth Size	Company Staff only	Access to scientific sessions	Valid for
2 exhibitor only registrations (without access to scientific sessions & virtual platform)	per full 9 sqm	no	no	exhibitors
1 congress registration (with access to scientific sessions & virtual platform)	9 – 54 sqm	yes	yes	full-paying exhibitors
2 congress registrations (with access to scientific sessions & virtual platform)	>54 sqm	yes	yes	full-paying exhibitors
Additional exhibitor only registrations (without access to scientific sessions & platform)	Before UEG Week: € 120 (incl. VAT) 3-day badge / € 40 (incl. VAT) 1-day badge Onsite Fee: € 180 (incl. VAT) 3-day badge / € 60 (incl. VAT) 1-day badge			
Additional congress registrations (with access to scientific sessions & virtual platform) for company staff only	€ 250 (incl. VAT) per special rate badge (company staff only) Badge number is limited as follows: Premier Supporter 10 / Main Supporter 5 / General Supporter 2			

## Virtual Platform Presence

Additionally, with every exhibition space rental in the onsite industry exhibition at UEG Week 2023, a complimentary on-line presence is included for the congress virtual platform. All onsite exhibitors will be listed in the virtual industry lobby on the virtual congress platform and hence offers each exhibitor to be present to the online participants during and after the congress days. Exhibitors will be able to provide a description of their company, select categories most relevant for their product portfolio for the quick filter tool, have a link to their symposium stream page and have a link to an external webpage for further company information, product information or an event microsite. Exhibitors simply need to complete an information form providing the relevant details, and UEG will implement this information accordingly. No templates to update/upload to, no additional compliance checks for new marketing assets.

Further details and deadlines for company submissions will be shared in due time with all exhibitors of UEG Week 2023.

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

- Partition walls (obligatory), carpet
- Floor covering (obligatory)
- Exhibitor insurance
- Data network and telephone
- Stand cleaning
- Furniture and decoration
- Power supply
- Rigging

## Provisional Exhibition Hours

Set-up	Thu	Oct 12, 2023	08:00 – 22:00	set-up for Premier & Main Supporter and booth space ≥ 40 sqm
	Fri	Oct 13, 2023	08:00 – 22:00	set-up for booth space ≥ 18 sqm
	Sat	Oct 14, 2023	08:00 – 19:00 *	set-up for all booth spaces. All crates must be removed by 19:00 at the latest.
	Sat	Oct 14, 2023	19:00 – 22:00 *	decoration only
UEG Week Exhibition	Sun	Oct 15, 2023	10:00 – 18:00	
	Mon	Oct 16, 2023	09:00 – 17:30	
	Tue	Oct 17, 2023	09:00 – 15:30	
Dismantling	Tue	Oct 17, 2023	16:00 – 22:00	
	Wed	Oct 18, 2023	07:00 – 20:00	

\* all crates must be removed by 19:00 at the latest

## Important Dates

Booth allocation starts on **Wed, February 1, 2023**

Supporters contacted with provisional estimated timing of contact for booth allocation: **mid-February**

Circulation of Exhibitors' technical manual: **April 2023**

**Deadline for sending construction plans for self-built booths: Fri, July 28, 2023**

Deadline to send order forms for additional services: **Fri, August 25, 2023**

Submission deadline for total required exhibitor only badges: **Thu, September 7, 2023**

Submission deadline for total exhibitor & congress registrations for company staff: **Thu, September 7, 2023**

Deadline for entering names for exhibitor and congress registrations for company staff: **Thu, September 21, 2023**

# Industry Symposia

UEG Week 2023 is the ideal platform for presenting your latest research to a large targeted audience. The following time slots are reserved:

Symposium Category	Date	Time	Available slots	Price
60 min PGT	Saturday, Oct. 14	17:30 – 18:30	3	€ 45,000
60 min Mid-Morning	Sunday, Oct. 15	10:00 – 11:00	3	€ 60,000
60 min Lunch	Sunday, Oct. 15	12:00 – 13:00	5	€ 75,000
	Monday, Oct. 16	13:00 – 14:00	5	
	Tuesday, Oct. 17	13:00 – 14:00	5	
60 min Afternoon/Evening	Sunday, Oct. 15	18:30 – 19:30	5	€ 60,000
	Monday, Oct. 16	17:30 – 18:30	5	

Industry Symposia slots can be booked individually. The availability for each slot timing is shown in real-time in the webshop. Industry symposia will be running in parallel with other industry symposia. A maximum of five parallel symposia are scheduled for Lunch and Afternoon/Evening 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. All industry symposia slots are 60 mins.

**Very important:** All faculty need to be onsite to hold their presentations, there is no virtual participation possible which feed into the live symposium.

## Included Benefits

- Provision of a lecture room located at the congress venue
- Supply of basic AV equipment in the lecture room
- Symposia from the onsite lecture halls will be broadcast live on the virtual platform
- Recordings of the live streamed broadcast of a symposium will be available on-demand in the virtual platform library for UEG Week 2023 registrants, until the platform closes (approx. mid-November 2023)
- The webcast will be made available in the UEG library for an indefinite period
- Provision of the recording file for symposium organisers own usage post-congress
- Publishing of symposium programme with supporter name in a dedicated industry section on the congress website and virtual platform
- Supporters will have their symposium announced onsite on a digital display provided by UEG, in a central high visibility location at the congress venue
- Supporters will have their symposium announced onsite on a doorplayer directly in front of the lecture room 30 min before the start of the symposium
- Supporters may distribute flyers 30 min prior to the symposium directly in front of the respective lecture room
- Supporters may publish their programme, abstracts and proceedings themselves, however, must indicate on the programme literature that the symposium is not affiliated with UEG
- 1 x 30 min onsite rehearsal slot

**The price does not include:** The 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 for UEG Week 2023. 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.

Please be aware that no provision for food and/or beverages are included in bookings for any of the the available industry symposia slots. For Lunch Symposium organisers we highly recommend to consider providing lunch. Please arrange this directly with our official catering partner. Further details on regarding catering can be found in the exhibitor's manual which will be distributed in early April 2023.

\* Faculty packages are subject to change at all times

# Industry Symposia Guidelines

## 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 supporter 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. However, the symposium programme is to be approved by the UEG Scientific Committee.

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

All faculty need to be onsite to hold their presentations, there is no virtual participation possible which feed into the live symposium.

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 for UEG Week 2023. 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). To check whether a symposium speaker/presenter is part of the programme faculty and/or has commitments with the official programme, please consult the online programme planner on the UEG Website.

**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 and relevant permissions 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.

\*faculty packages are subject to change at all times

## Symposium Slot Allocation & Programme Approval

Industry symposia will be running in parallel with other industry symposia. A maximum of five parallel symposia are scheduled for Lunch and Afternoon/Evening Symposia but UEG reserves the right to adapt this number. Please see Industry Symposia time slots on page 20.

It might be possible to change the booked symposium slot to another timing, only if there is availability of the new slot timing. Please note that in such circumstances no refund or credit for the difference in slot timing rates will be provided by UEG. Symposia slots cannot be “reserved” as bookings are made on a first-come, first served basis.

The deadline to submit provisional industry symposium programme details for approval is Friday, March 3, 2023. The following information needs to be submitted to **industry@ueg.eu**:

- Topic the symposium is related to (e.g. IBD, GERD, etc.)
- Working title of the symposium
- The three most preferred lecture rooms (a detailed list of provided rooms incl. capacities will be provided by UEG in the course of february)
- 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 end of March .

UEG will send a notification of allocated session rooms to the organisers of approved industry symposia programmes end of March.

### Photo, Filming and Recording

The company organising a given industry symposium has the exclusive right to take photos, film during their symposium after approval by UEG.

### Broadcasting

Live: Symposia from the onsite lecture halls will be broadcast live on the virtual platform. Live or simultaneous broadcasting of industry symposia by the organising industry Supporter is not permitted on external platforms. Industry symposia will hence only be streamed to the UEG Week 2023 virtual congress platform.

Delayed: Recordings of the live streamed broadcast of a symposium will be available on-demand in the virtual platform library for UEG Week 2023 registrants, until the platform closes (approx. mid-November 2023). Further, the webcast will be made available in the UEG library for an indefinite period for all myUEG users. Symposia organisers will receive the link to the recording & mp4 recording file of the symposium for their own usage post-congress.

In case automatic placement of the recorded symposium on the virtual platform and in the UEG Library is not desired, this must be expressed in writing to industry@ueg.eu before the live symposium has taken place to guarantee omission of the recordings from these platforms.

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 [industry@ueg.eu](mailto:industry@ueg.eu) for prior approval. It is the sole responsibility of the supporter 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. Such material must not be distributed in any of the official congress hotels.

- Supporters may announce their symposium onsite on a digital display provided by UEG, in a central high visibility location at the congress venue
- Supporters may announce their symposium onsite on a digital doorplayer directly in front of the lecture room 30 min before the start of the symposium.
- Supporters 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.

A 30 min rehearsal onsite is foreseen for each company hosting a symposium, and available upon request to [industry@ueg.eu](mailto:industry@ueg.eu).

## Participation / Badges

All UEG Week registrants have access to industry symposia. In general, exhibitor only registrations do not entitle to have access to industry symposia but entitle to have onsite access for the symposium of their company. In the case, that an organising company is no UEG Week exhibitor this Supporter is entitled to 5 industry symposium staff badges giving access to the symposium room onsite and one full congress registration (also allowing access to the virtual congress platform) per symposium.

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

# Sponsorship Options

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

**Important:** The options for Corporate Signage are still in development and are not included within this brochure. The Corporate Signage Options will be distributed separately before the webshop opens for bookings.

**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.

[Click here for Guidance on Danish Promotion Code.](#)

**Note for submission of orders:** If not otherwise stated the latest order deadline for sponsorship options is **Friday, July 28, 2023**. After this deadline, bookings are only possible upon check of feasibility.

All prices referred to are in Euro (€) and excluding VAT, if not otherwise stated.



## Onsite Advertising Opportunities

### Pocket Programme

#### Placement of your advertisement in the pocket programme

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. A digital copy will also be available on the UEG Week Website as pdf version shortly prior to the live congress.  
Format: Printed (min. 6000 copies), 4 colour advert

**2-Page advert**  
**€ 35,000**

Latest Order:  
Fri, April 28,  
2023

Exclusive  
Item

### 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 your logo throughout the whole congress.

**€ 35,000**

Latest Order:  
Fri, April 28,  
2023

Exclusive  
Item

## 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 delegates.

€ 35,000

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



Latest Order:  
Fri, February 24,  
2023

Exclusive  
Item

## Congress Bag Insert

### Take the opportunity to provide additional information to participants by placing an insert in the congress bag

Format: Print materials – Max. 4 pages of a Din A5 leaflet or a double-sided Din A4 leaflet. Alternatively small branded objects\* (no product placement) max. 100mm in size and 50g in weight can be inserted in delegate's bags

Availability: 16 inserts in total

Note: Production and delivery to the designated warehouse is provided by the sponsor. To ensure safe inclusion in the congress bags, it is mandatory to liaise and arrange transport with our official freight logistics partner DHL.

Keep in mind our environmentally-friendly initiative when producing (see Annex 1).

€ 8,000

per supplement

\* Please keep in mind the codes of practice for items considered as potential gifts

## Provision of Branded Disinfection Bottles

### Provide onsite delegates with disinfection bottles which can fit in their pockets or congress bags

The disinfection bottles you provide can be branded with your company logo only for maximum visibility, and will be inserted into the congress bags. Remaining disinfection bottles (if any) can be displayed at a convenient location in the congress venue.

Max. volume should be no larger than 60ml

Note: Production and delivery to the designated warehouse is provided by the sponsor. To ensure safe inclusion in the congress bags, it is mandatory to liaise and arrange transport with our official freight logistics partner DHL.

Keep in mind our environmentally-friendly initiative when producing (see Annex 1).

€ 25,000

Exclusive  
Item

## Provision of Branded Masks

Exclusive  
Item

### Provide onsite delegate with your branded masks

The masks you provide can be branded with your company logo for maximum visibility, and will be included with distribution of the congress bags. At the time of publication, Danish regulation does not require the mandatory use of facemasks, however this may or may not be revised at anytime following the instruction of Danish authorities.

Note: Only FFP2 mask type will be accepted and production and delivery to the designated warehouse is provided by the sponsor. To ensure safe inclusion in the congress bags, it is mandatory to liaise and arrange transport with our official freight logistics partner DHL. Keep in mind our environmentally-friendly initiative when producing (see Annex 1).

€ 20,000

## Provision of Branded Water Bottles

Exclusive  
Item

### Provide onsite delegate with your branded water bottles

The water bottles you provide can be branded with your company logo for maximum visibility, and will be distributed at convenient and central location/s of the congress venue. Max. volume should be no larger than 500 ml.

Note: Only re-usable bottle types will be accepted and production and delivery to the designated warehouse is provided by the sponsor. To ensure safe inclusion in the congress bags, it is mandatory to liaise and arrange transport with our official freight logistics partner DHL. Keep in mind our environmentally-friendly initiative when producing (see Annex 1).

€ 20,000

## Branded Disinfection Stations

Exclusive  
Item

### Display of your company logo on disinfection dispensers

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

Price per 15 disinfection dispenser:  
€ 15,000



## Branded Water Stations

### Display of your company logo or message on water stations

Several water stations (min. of 15–20 stations) will be provided for the use of delegates throughout the congress venue at prominent places. These stations can be branded with your company logo and include provision of water and bio cups. The water bottles will be refilled at least once a day depending on necessity.

Price per 15–20 water coolers:  
€ 20,000



## Wayfinding 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. Please note due to certain locations and sizing of signage it is not possible to include your company logo on every wayfinding signage piece.

€ 48,000

Exclusive Item

## 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.

Keep in mind our environmentally-friendly initiative when producing the flyers (see Annex 1).

Availability: 8 slots in total

€ 8,000 per slot

Only limited availability



## Information Screens

### Spread your message on a slide shown on the UEG Week Info Screens

During UEG Week all kinds of congress-related information such 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.

Note: No product placement and no animation allowed.

Availability: Max. 8 bookings

€ 2,500 per slide

## LED Wall Adverts

### Catch the attention of delegates passing through the venue with short adverts showing your company message

The LED Wall presents two high visibility opportunities for companies to grab the attention of delegates.

Approximate size: minimum 15 m<sup>2</sup>

Formats: video or animations (no audio), max. 15 seconds adverts. For exclusive LED Wall option multiple adverts and formats (i.e. still and animated video) are possible in a looped rotation.

As an exclusive sponsor of the LED Wall only your content is played throughout the event onsite, and most likely placed in the main passageway/s.

€ 50,000

Display your advert on the LED Wall in a hotspot within the congress venue where delegates will gather. Your advert will be placed in rotation with other company's adverts and UEG produced content.

Availability: Max. 8 bookings

€ 15,000 per advert

## 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“

Please note: a max. limit including spaces for the company name is 20 characters.

€ 30,000

Exclusive  
Item

# Brandable Areas at the Congress Venue

## Poster Exhibition

### Show your support in the development and dissemination of research in digestive health

You will be acknowledged as supporter of the E-Poster Exhibition at UEG Week.

The E-Poster exhibition consists of:

Mini and regular terminals to view and navigate e-posters as well as a moderated poster area.

**Online:** The e-poster exhibition extends to online via the virtual platform.

Your company logo will be incorporated where possible in the branding of

E-Poster Exhibition (TBC) and/or your company exclusively mentioned as a proud

supporter of the E-Poster Exhibition on a display board and on the virtual platform.

€ 35,000

Exclusive Item

## Speakers Centre

### Increase your visibility through sponsorship of this well-frequented spot among speakers at UEG Week

You will be acknowledged as a supporter of the speakers centre with your company logo at the entrance of the area and within the speakers centre. Your company logo will be displayed on the screen saver of all computer stations. In addition, you are invited to provide mouse pads with your company logo or message for 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.

All faculty are requested to be onsite in person to deliver their presentations.

€ 30,000

Exclusive Item

## Internet Centre

### Become a Supporter of the Internet Centre

You will be acknowledged as supporter of the internet centre with your company logo.

Moreover, your company logo will be displayed on the screen saver of all computer stations.

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

Exclusive Item

## Branded Seating Cubes

**Increase your visibility through branded seating cubes at one of engagement and networking hotspots at the congress venue**

Several high engagement areas allow delegates to take a break and to enjoy sitting together. There will be various well-frequented locations throughout the venue offering a unique way to promote your company. Display your company logo or message on seating cubes (approx. 20 cubes per area). Cubes are re-useable and foldable. Removal and transportation after the congress is not included in the price.

Availability: 5 high engagement locations (Package includes 20 branded seating cubes only in a located and defined engagement area)

€ 30,000 per area



## Café Branding in the Exhibition

Have your company visible as the exclusive sponsor of the café in the exhibition. There will be several restaurants open to delegates for food and beverages throughout the congress venue, however this café is located directly in the exhibition hall and offers a comprehensive visibility and presence opportunity with branding of the following items:

- a.) Branding of the service desk (entire length)
- b.) Branding of approx. 25 table surfaces (round and square)
- c.) Branding of the t-shirts worn by the staff for catering in this café only
- d.) Branding of serviettes
- e.) Branding of disposable coffee cups

Available quantity: 1

Duration of advertisement: During the whole congress (Sat, Oct. 14 – Tue, Oct. 17)

€ 25,000



## Corporate Signage Options – Bella Center

### Important Dates for Artworks, if not otherwise stated

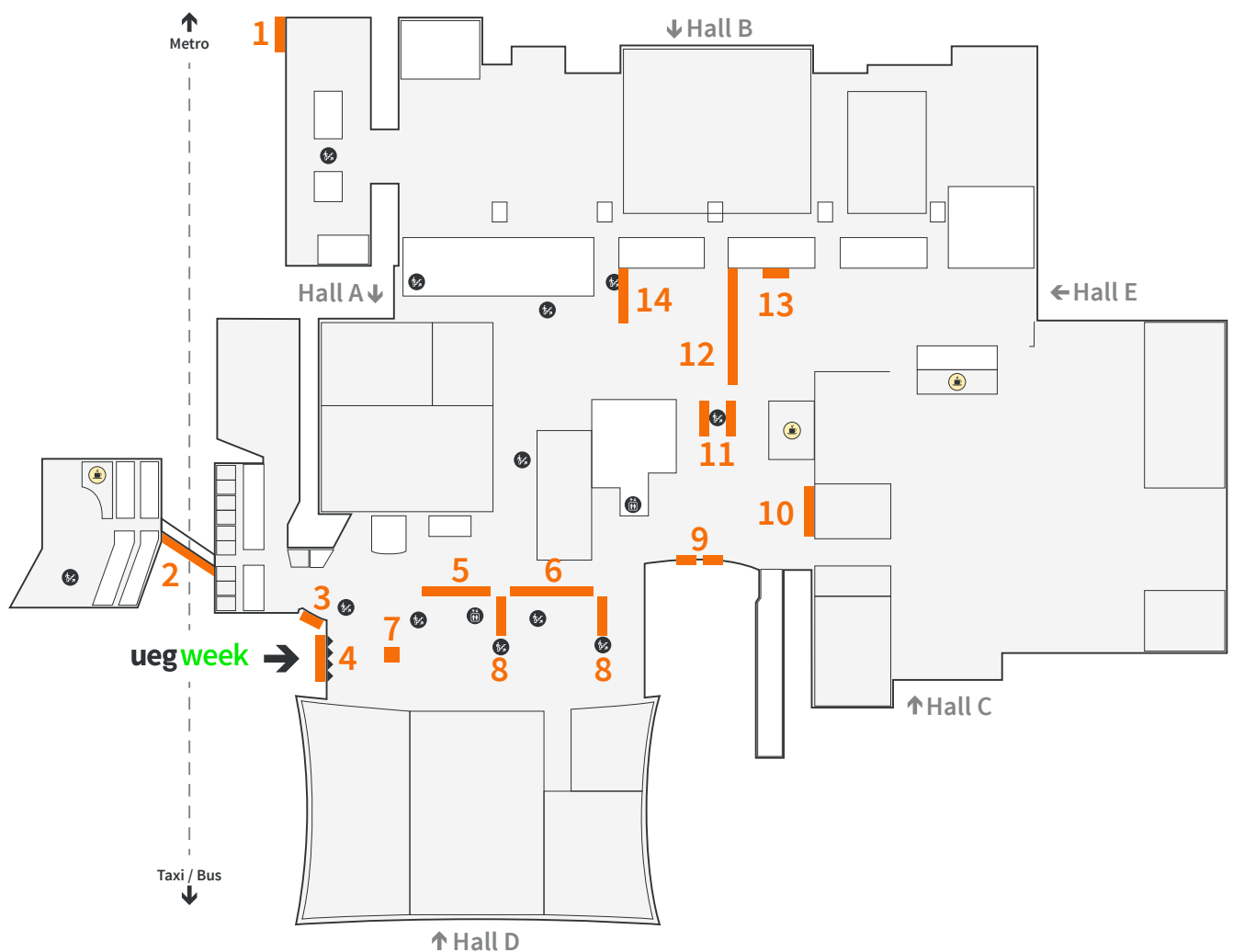
Submission of artworks to UEG for approval: **Fri, August 4, 2023**

Submission deadline for print files: **Fri, August 18, 2023**

All content needs to be approved by UEG

**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. 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.

#### Level 0



## 1 | Mega Banner on way from Metro to Congress Entrance

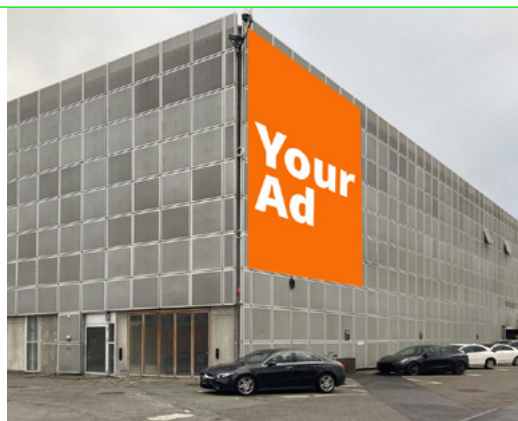
Branding of the Bella Center Facade where delegates will pass when arriving by Metro on their way to the Congress Entrance. Delegates using the metro to arrive at the congress venue (traditionally many congress goers opt to use the metro transport system) will pass by this building on route to the congress venue entrance.

Size (WxH): 8,700 x 8,200 mm

Available quantity: 1

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 18,000



## 2 | Tower Bridge Branding

Outdoor Branding of the Tower Bridge which connects Bella Sky and Bella Center. Delegates leaving to the metro station or arriving by bus and taxi will be exposed to the full, unobstructed view of this banner as it is well located near the entrance of the congress venue and along popular arrival and leaving routes.

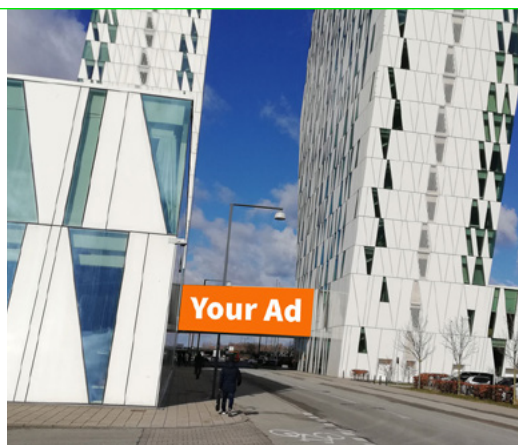
Size (WxH): 18,000 x 6,200 mm

Format: single-sided

Available quantity: 1

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 25,000



## 3 | Banner at Entrance Area

Branding of glass panels outside of the main entrance area at UEG Week. This is the main entrance area where the glass panels just to the left of the main entrance doors can be branded. All delegates must pass through these main entrance doors to access the congress venue.

Size (WxH): 4,700 x 7,900 mm

Format: 6 single-sided panels

Available quantity: 1

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 25,000





#### 4 | Door Branding at Main Entrance

Branding of the outer (inside) panels of the revolving doors at the main entrance to UEG Week. Two doors are available in total, as one set. Each door has 4 outer panels, where both sides of each panel can be branded. All delegates must pass through these main entrance doors to access the congress venue.

Size (WxH): 1,100 x 2,000 mm (4 double-sided panels per door)

Available quantity: 1 set of two doors

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 20,000



#### 5 | Glass Panel Branding in Main Foyer – Standard

As delegates pass through the main entrance doors to access the congress venue, they are greeted by a lovely open main foyer area. The Registration area is slightly offset to this main foyer, which provides a great opportunity to welcome delegates each day with your company branding on the upper glass balcony panels. In this area delegates have access to multiple lectures rooms including the plenary lecture hall. The glass panels available in this package are viewable from the lecture rooms on the ground floor and most of the main foyer area.

Size (WxH): 14,000 x 1,200 mm

Format: single-sided

Available quantity: 1

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 12,000



## 6 | Glass Panel Branding in Main Foyer – Large

As delegates pass through the main entrance doors to access the congress venue, they are greeted by a lovely open main foyer area. The Registration area is slightly offset to this main foyer, which provides a great opportunity to welcome delegates each day with your company branding on the upper glass balcony panels. In this area delegates have access to multiple lectures rooms including the plenary lecture hall. The glass panels available in this package are viewable from the lecture rooms on the ground floor and most of the main foyer area.

Size (WxH): approx. 28,000 x 1,200 mm

Format: single-sided

Available quantity: 1

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 18,000



## 7 | Floor Sticker in Main Foyer

These stickers will be placed in the main foyer area (upon consultation with UEG and finalization of the concept for the main foyer area by UEG), on route from the main entrance to the exhibition and myUEG Community area. A great way to let delegates know your company is supporting and present at UEG Week as they traverse the main foyer area.

Size (WxH): 3,000 x 3,000 mm

Format: shape may vary upon consultation with UEG

Available quantity: 2

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 8,000 per floor sticker



## 8 | Escalator Branding Set in Main Foyer

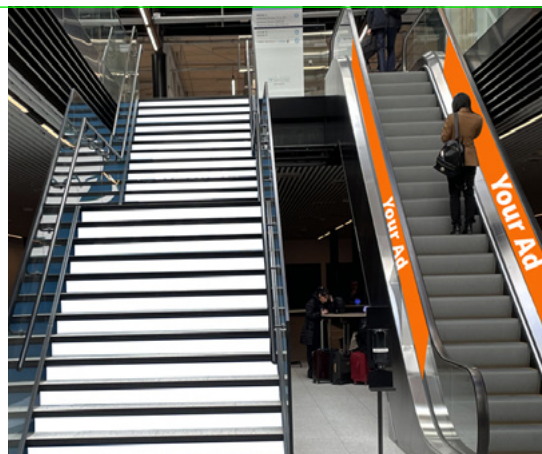
Branding of two escalators in the main foyer leading to Level 1 (Meeting Rooms & Lecture Rooms). The offer includes the branding of 2 escalators featuring all 4 stretches of brandable area each (2 stretches on the inside, 2 stretches on the outside). A total of 8 stretches across both escalators is included in this package.

Size (WxH): 7,100 x 620 mm (x 4 sides per Escalator)

Available quantity: 2

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 15,000



## 9 | Door Branding Set in Foyer Outside the Exhibition

Branding of two doors in the foyer outside the exhibition which leads to the main entrance of the exhibition. This package includes branding of the outer panels only (i.e. no inside door panels). In addition, the fixed panel above each door is also included. There are 2 doors in this set which include 9 panels each. Both doors will remain closed and not be used for any entering or exiting of the foyer.

Size (WxH): approx. 1,000 x 1,900 mm (9 panels per door)

Available quantity: 1 set of 2 doors

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 18,000





## 10 | Hanging Banner in Foyer Outside the Exhibition

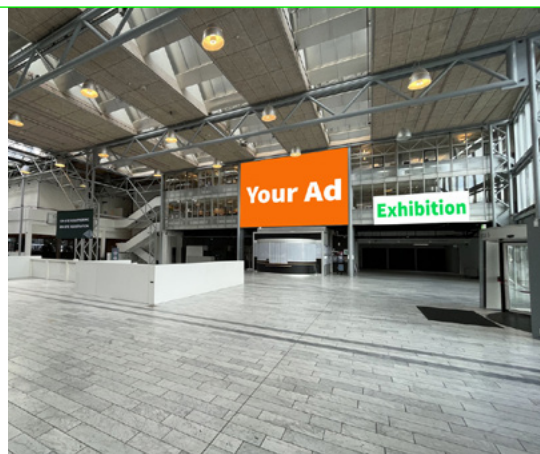
Hanging Banner in the middle of the foyer outside the exhibition alongside the main entrance to the exhibition. An excellent way to announce your company brand to the delegates on their way to the exhibition and/or the myUEG and Hands-on areas. With almost 40sqm of brandable space this banner will surely provide a strong presence in this foyer a

Size (WxH): 8,000 x 5,000 mm

Available quantity: 1

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 15,000



## 11 | Stairs & Escalator Set Branding in Foyer outside the Exhibition

Branding of the stairs and the escalator in the foyer outside the exhibition leading to Level 1 (Lecture Rooms, Meeting Rooms & Restaurant). Package includes: 4 panels (2 inside and 2 outside) for the escalator branding and all 32 step-fronts in the stair branding.

Stairs:

Size (WxH): 2,000 x 150 mm

Format: 1 stairway of 32 steps

Escalator:

Size (WxH): 8,500 x 600 mm

Format: 2x outside 2x inside panel

Available quantity: 1 set of escalator & stairs

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 15,000



## 12 | Bridge Banner in myUEG Community Hall

Branding of the full length of the bridge crossing over the myUEG Community Area in Hall E. The bridge branding offers a good opportunity to be visible to delegates making use of the popular myUEG Community area or on their way to the hands-on learning areas.

Size (WxH): 39,000 x 1,050 mm

Available quantity: 1

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 25,000



## 13 | Mega Hanging Banner in myUEG Community Hall

Hanging Banner in the Middle of Hall E where the popular myUEG Community Area is located, and near the entrance leading to the hands-on learning area and Meeting rooms. This banner can be seen from most of Hall E.

Size (WxH): 6,000 x 6,000 mm

Available quantity: 1

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 25,000



## 14 | Restaurant Branding in myUEG Community Hall

Branding of the Restaurant in the myUEG Community Area. Have your company brand displayed on the restaurant above the myUEG Community area which will surely be a well frequented area as delegates visit the myUEG Community features and the restaurant above this area.

Size (WxH): 12,500 x 1,950 mm

Available quantity: 1

Duration of advertisement: During the whole congress  
(Sat, Oct. 14 – Tue, Oct. 17)

€ 18,000





## Digital Items Metrics in 2022

### UEG Week Webpages

Total visits	589,190
Unique visitors	110,681

### UEG Education Webpages

Total visits	358,967
Unique visitors	123,250

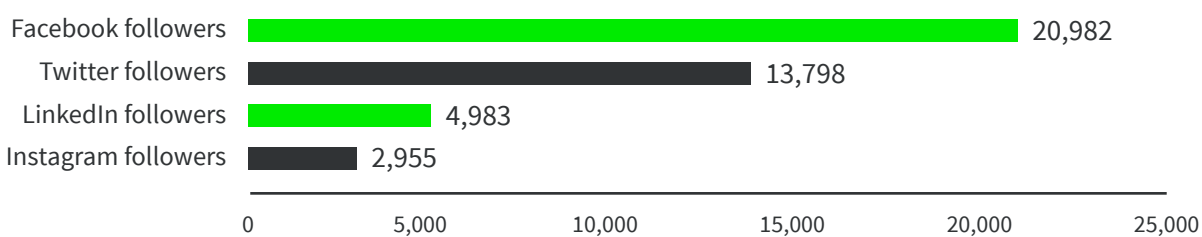
### UEG Library

Total visits	145,282
Unique visitors	459,627

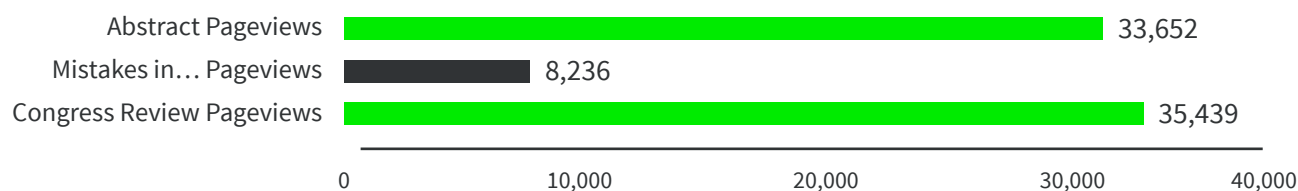
### UEG Newsletter

NL subscribers approx.	68,500
Average open rate	40%

### UEG Social Media



### Digi-books (2022 publications)



as per November 2022

## Digital Items

### Banner in the Industry Online Programme

#### Give your programme activities more visibility

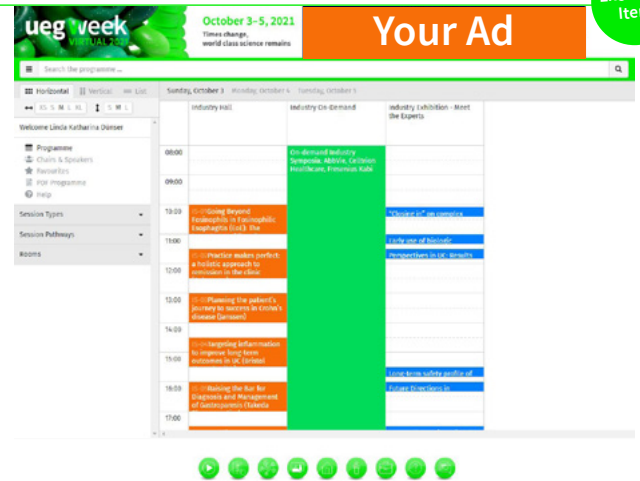
Inclusion of a banner in the header of the industry online programme. The industry online programme will be accessible via the UEG Week website and the virtual congress platform and is the main source of information for delegates to view the industry programme at UEG Week at a glance.

The industry programme planner includes all industry symposia taking place during UEG Week.

Benefit: inclusion of your advert banner in the header incl. hyperlink to a website of your choice.

Promotion period: September – end of UEG Week 2023

€ 10,000



Exclusive Item

### Advert Banner in the UEG Week Online Registration System

#### Become visible to all delegates registering for UEG Week 2023 with your advert banner

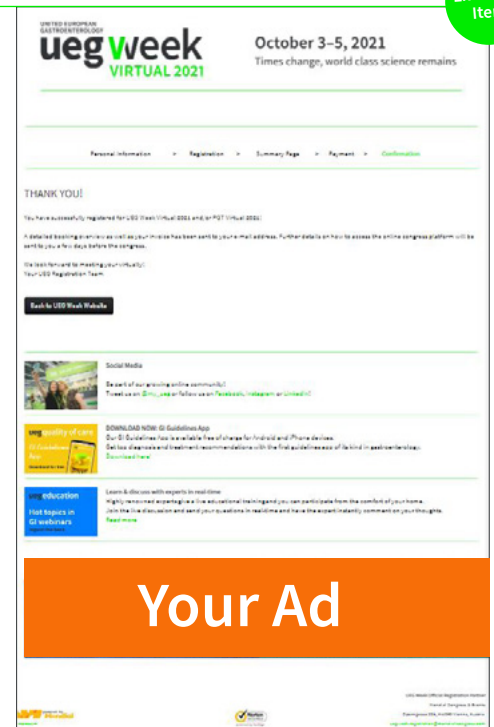
Inclusion of your advert banner (promoting your company's activities at UEG Week or your company logo and message) including hyperlink to your website on the "Thank You Page" of the online registration system for UEG Week 2023. Upon completion of the registration for UEG Week, the "Thank You Page" opens automatically.

Furthermore, the advert banner will be incorporated in the automatic confirmation email sent to all delegates upon successful completion of the online registration.

The banner will additionally be shown to all registrations coming in via a group registration when the delegate activates his/her voucher code.

Your advert banner will be visible from April to October 2023.

€ 15,000



Exclusive Item

## Banner in the Final Information Mailing

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

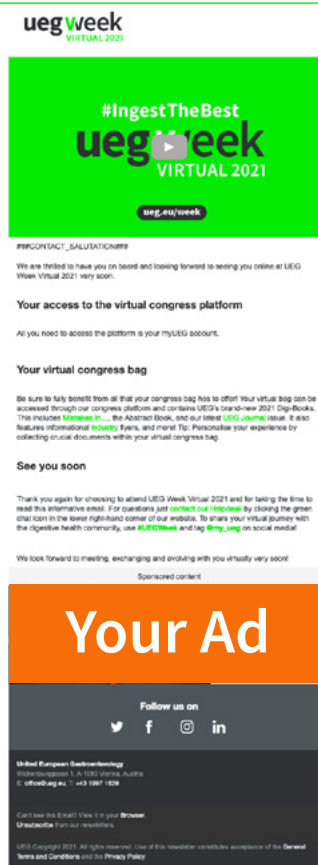
Placement of your advert banner (promoting your company's activities at UEG Week or your company logo and message) including hyperlink in the final information mailing sent out to all registered delegates shortly before the start of the congress.

Addressees: All registrants (incl. all registered participants coming in via group registrations).

Furthermore, the banner will be included in a mailing sent out shortly pre-congress to all non-registered database contacts.

Reach: UEG database with approx. 68,500 addressees.

€ 12,000



Exclusive Item

## Breakslides (both onsite and virtual)

### Catch the attention of thousands of delegates in both the onsite and virtual 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.

Availability: Max. 8 bookings

€ 10,000 per slide

## E-blasts

### Promote your activities to pre-registered delegates

A customised mailing (content provided by company, newsletter template adapted to company's CI) will be sent out in the week before the congress (Week 41) or after UEG Week (from Week 42 on) in order to increase delegate awareness surrounding your congress activities.  
Reach: All registered delegates who registered to receive newsletters from UEG.

Availability: 3x pre-congress and 3x post congress

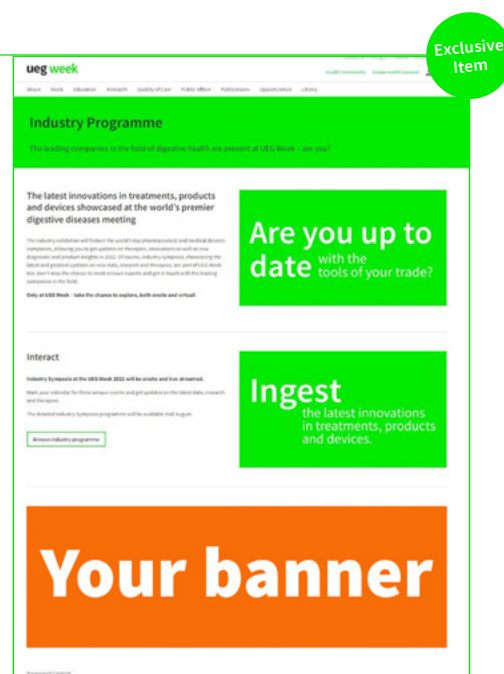
€ 15,000 per E -blast

## Banner on UEG Week Industry Programme webpage

### Spread your message to visitors of the UEG website

Take the possibility to promote your company on the UEG Week Industry Programme webpage on the UEG website: [ueg.eu/week](http://ueg.eu/week). The UEG website serves as the main source of information for all delegates, especially pre-congress where they can submit late-breaking abstracts, access the scientific programme of UEG Week 2023 and register online.  
Benefit: Placement of your advert banner with a hyperlink to your company's website.  
Banner can be exchanged once within the promotion period.  
Promotion period: June – October 2023

€ 15,000



## Newsletter: Advert Banner

### 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 in one of our newsletters and promote your activities, your industry symposium or your presence at the exhibition!  
Benefit: Advert banner & hyperlink to your company/symposium webpage (only 1 company per newsletter)

Reach: UEG database with approx. 68,500 addressees

Release period – choose between:

- Pre-congress (availability: 5)
- Congress days (availability: 4 – 1 per day)
- Post-congress (availability: 3)

Tip: great way to promote your on-demand content post-congress

€ 8,000 per newsletter

## Advertorial in Newsletter

### Reach out to all registered delegates with an advertorial in our Industry Newsletter

Inclusion of an advertorial (content to be produced and supplied by the company) in a Industry Newsletter sent out to all registered delegates. Preview and short description of the advertorial within the newsletter. The whole advertorial will be linked to an external website, to be supplied by the company (e.g. company, product website, symposium programme overview). This newsletter will be sent out in Week 40 (the week before the congress).

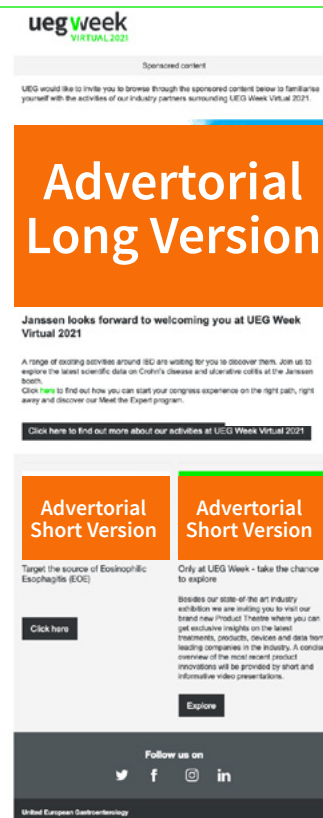
Reach: All pre-registered delegates who registered to receive newsletters from UEG.

Advertorial – Long Version (availability: 2)

Advertorial – Short Version (availability: 2)

Long Version: € 10,000

Short Version: € 7,500



## Sponsored Post on UEG Social Media Channels

### Reach thousands of people from your target group with your message

Spread your message to more than 18,800 friends on Facebook, 11,900 followers on Twitter and 3,200 followers on LinkedIn through a sponsored social media post. Content of the post to be provided by the company.

The post can include text, image or video content, optional: hyperlink and/or hashtag.

Release period – choose between:

- Pre-congress (availability: 6)
- Congress days (availability: 6 – 2 per day)
- Post-congress (availability: 6)

€ 4,500 per post



## Social Wall

### Show your commitment to empowering social sharing by being visible on the Social Wall

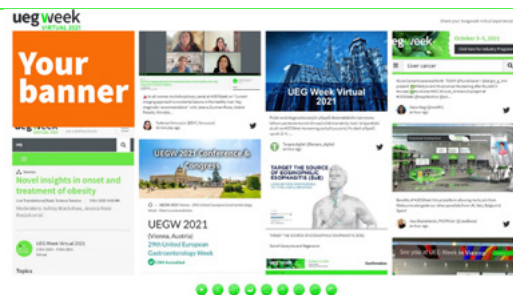
The UEG Week Social Wall visualises ongoing discussions of the online community at and around UEG Week. Posts from all relevant social networks will be displayed on the Social Wall integrated in the virtual congress platform as well as onsite. Sponsored posts will be visible every 5 post in rotation along with general community posts.

Placement: Onsite (centrally located) and online (virtual platform)

Availability: 4 (1 per day)

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.

€ 5,000 per sponsored post



## Congress Review Digi Book

### Reach out to the UEG community with your message in the Post-Congress Review

This booklet features the scientific highlights of UEG Week 2023, 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 the complete UEG database, distributed via all UEG digital channels and will be available on the UEG website for a whole year. Format: Digital book to allow for better browsing through the content online.

Publishing period: within a week after the congress

Choose between:



	Availability	Rate
<b>Advert banner</b> – Advert banner visible on the outside frame of the digi book publication (choose between: side banner and top banner). The banner is always visible when browsing through the digi book. Advert banner can be linked to a website of your choice. Promotion period: 1 year (October 2023 – September 2024)	2	€ 6,000
<b>Full Page Advert</b> – Inside Front Cover – Displaying one full page sponsorship advert on the inside front cover. The ad can be interactive and linked to a website of your choice.	1	€ 3,000
<b>Advertorial</b> – Max. 2-page advertorial (full colour). Content to be supplied by the company, labelled as industry content. The advertorial can be interactive and linked to a website of your choice.	2	€ 14,500

## Mistakes-in... Digi Book (also printed!)

### Make use of the various attractive advert spaces offered in the Mistakes-in Digi Book

This popular publication will be released on the first day of the congress and will be accessible in the virtual congress bag and via the UEG website. This publication will also be printed and distributed onsite at the congress venue.

Format: Digital book to allow for better browsing through the content online, as well as a printed version.

Choose between:



	Availability	Rate
<b>Advert Banner (digital only)</b> – Visible on the outside frame of the digi book publication (choose between: side banner and top banner). The banner is always visible when browsing through the digi book. Advert banner can be linked to a website of your choice. Promotion period: 1 year (October 2023 – September 2024)		
	2	€ 6,000
<b>Full Page Advert (digital and print)</b> – Inside Front Cover – Displaying one full page sponsorship advert on the inside front cover. The ad can be interactive and linked to a website of your choice (digital only).		
	1	€ 8,000

## Abstract Supplement Digi Book

### Make use of the various attractive advert spaces offered in the Abstract Supplement Digi Book

Accepted abstracts are published as supplement of the UEG Journal. The supplement includes all accepted abstracts for UEG Week 2023 except for late-breaking abstracts. Publication of Abstract book is planned for Sunday October 15, 2023 at midday.

Format: Digital book to allow for better browsing through the content online.



	Availability	Rate
<b>Advert banner</b> – Visible on the outside frame of the digi book publication (choose between: side banner and top banner). The banner is always visible when browsing through the digi book. Advert banner can be linked to a website of your choice. Promotion period: 1 year (October 2023 – September 2024)	2	€ 6,000
<b>Full Page Advert</b> – Inside Front Cover – Displaying one full page sponsorship advert on the inside front cover. The ad can be interactive and linked to a website of your choice.	1	€ 3,000

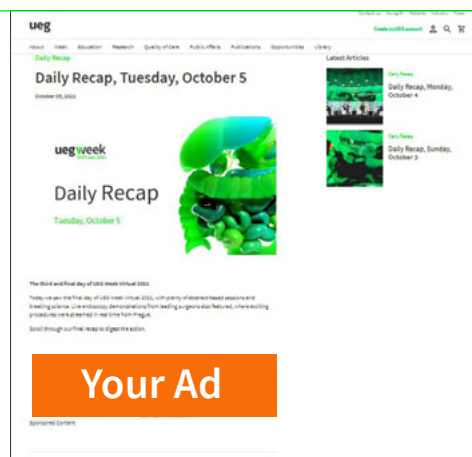
## Daily Recaps – Advert Banner

### Advert Banner Placement on the Daily Recaps

The Daily Recaps summarise the scientific highlights of each congress day. They are published at the end of each congress day (evening) on the UEG Week website and are promoted via the platform and our communication channels. Benefit: Placement of your advert banner within the Daily Recaps section. The advert banner can be linked to a website of your choice.

Availability: 4 (1 per day)

€ 8,000 per banner



# Virtual Platform Advertising Options

## Virtual Signage

### Advert Banner Entrance Hall

#### Prominent advert banner placement in the entrance hall of the virtual congress platform

Your advert banner can be linked directly to your virtual profile page or an external website of your choice.

Duration of the banners: Opening of the platform until closing of the platform  
(approx. mid-November 2023).

Available options:

Main Banner: availability: 1; animations/ GIFs allowed

€ 20,000 per banner

Wall Banners: availability: 2

€ 15,000 per banner

### Advert Banner World of Science

#### Prominent advert banner placement in the World of Science hall on the virtual congress platform

The World of Science is the hall where all virtual lecture rooms are located and hence the scientific sessions are to be accessed. The World of Science can be accessed from the entrance lobby and will be included as static icon in the main navigation bar on the congress platform.

Your advert banner can be linked directly to your virtual profile page or an external website of your choice.

Duration of the banners: Opening of the platform until closing of the platform (approx. mid-November 2023).

Available options:

Banner 1 & 2: availability: 2

€ 15,000 per banner

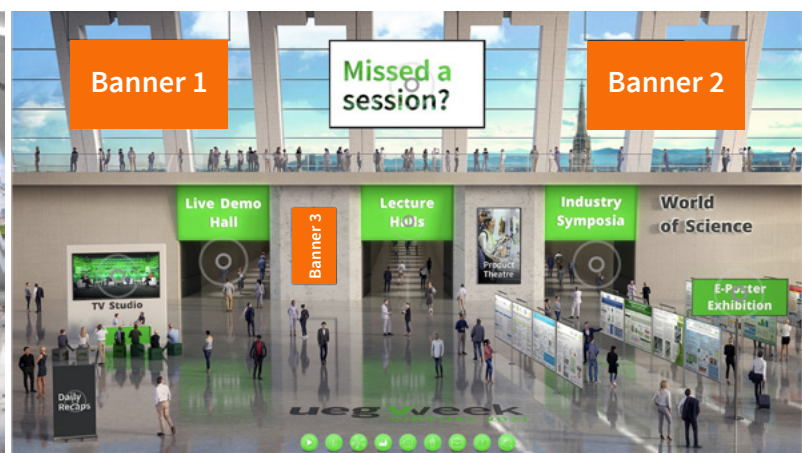
Banner 3: availability: 1

€ 10,000 per banner



Entrance Hall

Illustrations are visual aids only and maybe subject to change



World of Science

## Banner Audience Hall

### Prominent advert banner placement in the audience hall on the congress platform

The audience hall can be accessed via the World of Science. From here, the sessions streamed to the virtual lecture rooms are accessible.

Your advert banner can be linked directly to your virtual profile page or an external website of your choice.

Duration of the banners: Opening of the platform until closing of the platform (approx. mid-November 2023).

Available options:

Stage Branding: availability: 1; GIFs allowed

€ 15,000 per banner

Banner: availability:1

€ 10,000 per banner

## Banner Industry Symposia Lobby

### Prominent advert banner placement in the industry symposia lobby on the congress platform

The industry symposia lobby can be accessed via the World of Science and is the place from where all industry symposia are accessible (live and on-demand).

Your advert banner can be linked directly to your virtual profile page or an external website of your choice.

Duration of the banners: Opening of the platform until closing of the platform (approx. mid-November 2023).

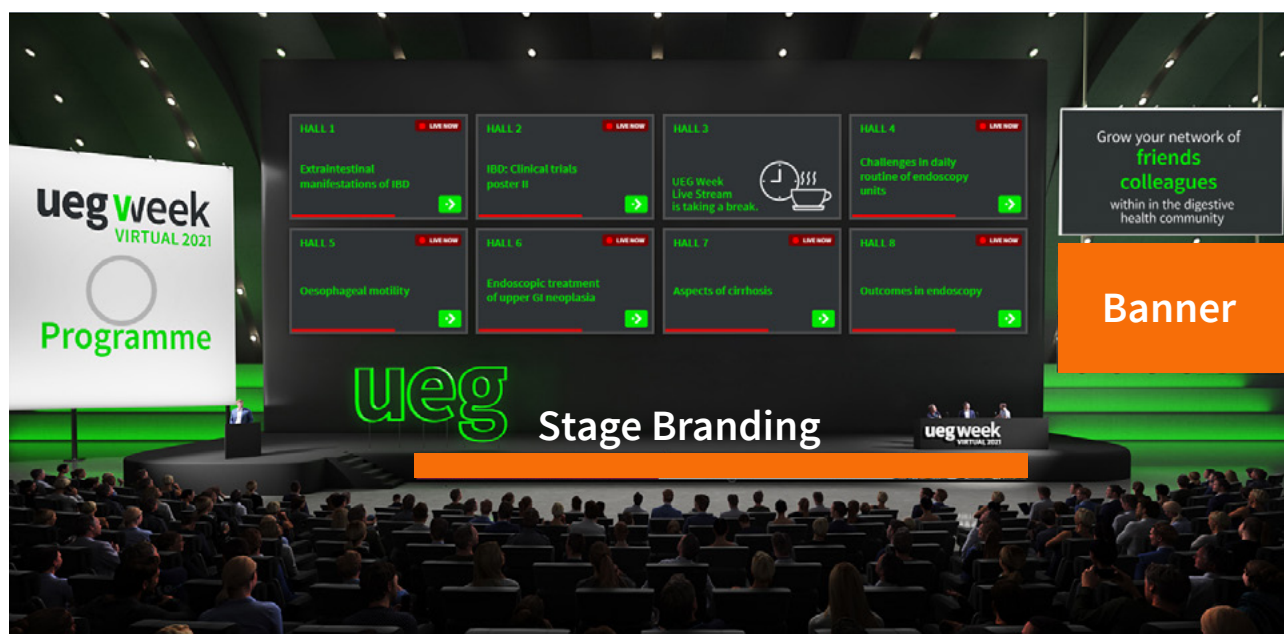
Available options:

Stage Branding: availability: 1; GIFs allowed

€ 10,000 per banner

Banner: availability:1

€ 5,000 per banner



Audience Hall & Industry Symposia Lobby

Illustrations are visual aids only and maybe subject to change



## Virtual Promotion Options

### Jingle Advert Prior to Viewing the Session

#### Promote your company to all UEG Week Virtual participants with your video intro

Take this opportunity to promote your company via our congress platform. All online delegates will see a short advert jingle (video intro, max. 2 -3 seconds) when they enter a virtual lecture room and start a session stream.

Max. 5 sponsors, only 1 advert jingle will be shown per live stream user, selection and frequency of jingle ads occur randomly.

Promotion Period: October 14–17, 2023 (incl. PGT)

Availability: 5

€ 15,000 per advert jingle

### Pop-up Notification

#### Promote your company or organised activities with a short message sent out via the virtual congress platform

The message (text only, incl. hyperlinks, no graphics) will pop up to all delegates who are online and logged in to the virtual congress platform at the time of the release of the message and will be saved in the delegate's notification list. Delegates who are not online will be able to view missed messages in their notification list within the congress bag.

Push notifications will be sent during the live congress days on the virtual congress platform only (October 14–17, 2023).

Availability: 12 in total (3 per day)

€ 5,000 per notification





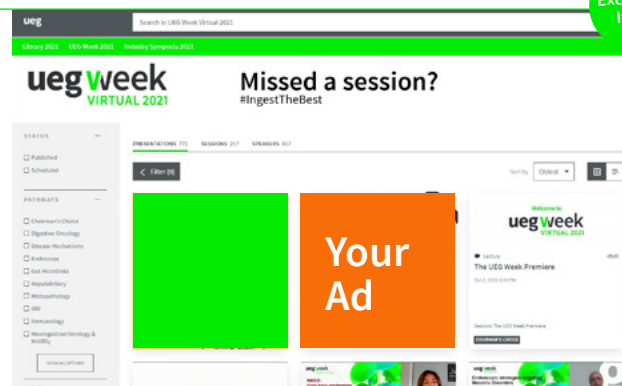
## Banner in the Missed a Session Library

### Sponsored content included in front of the search results in the library

Placement of a linked banner or the webcast of your industry symposium in the Missed a Session Library in front of the on-demand recordings of all UEG Week 2023 lectures.

The Missed a Session library is accessible via the virtual platform for all registrants from platform opening until closing of the platform (approx. mid-November).

€ 30,000



Exclusive Item

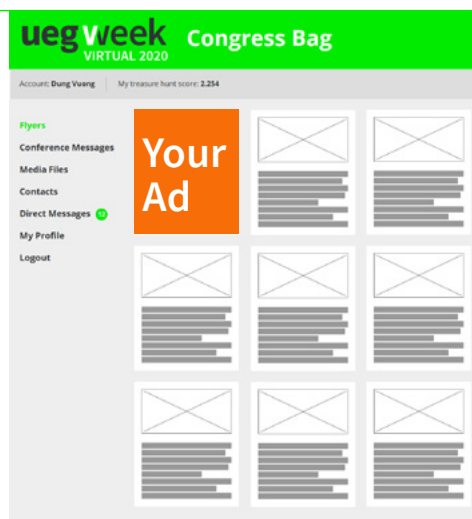
## Virtual Bag Insert

### Reach out to delegates by placing an insert in the virtual congress bag

Delegates can access their virtual congress bag on the congress platform. The virtual congress bag functions as personal profile area of a delegate on the congress platform where he/she can view pre-saved material (bag inserts), UEG publications such as the Mistakes-In and Abstract Supplement Digibooks, Daily Recaps, and view missed push notifications sent via the platform.

Availability: 12

€ 3,500 per insert



# 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, availabilities and respective rates can be seen below.

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

## Meeting Rooms

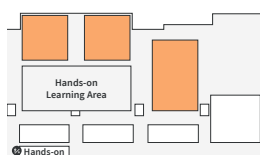
### Option 1:

Level 0

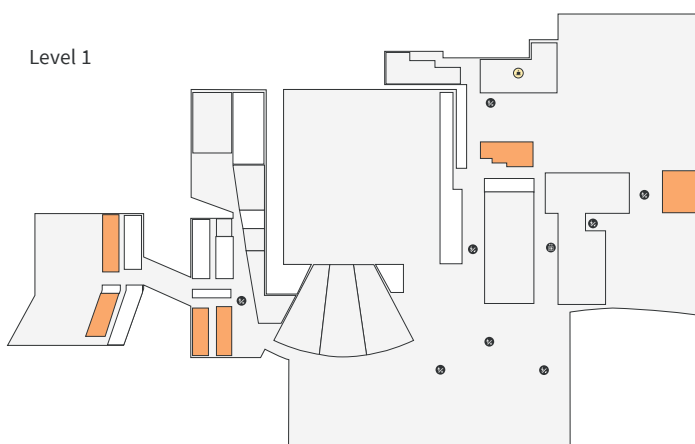


### Option 2:

Level 0



Level 1



Meeting Rooms

Other Area\*

\* See the entire floorplan on page 17.

### Option 1 – Constructed Rooms in the Exhibition

The room contains:

- System wall design
- Needle felt carpet, Flecked Black
- Waste paper basket, grey
- Powersupply, 2,3 kW power supply
- Electricity and minimum triple socket (plug points) for charging/powering devices
- Lockable door
- Lighting, 3 LED 8,5W spots on power rail
- Boardroom furniture
- Branding option at the top
- Internet connectivity through the congress wifi for general browsing and checking emails

Room size: 42 sqm

Capacity\*: 14 pax boardroom\*\*

Availability: 10 rooms

€ 12,000 for 3-day booking (minimum booking, Sun – Tue, Sat: set-up 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

## Option 2 – Existing Meeting Rooms

The room contains:

- Pre-existing construction
- Wayfinding signage to promote location of company meeting rooms
- Basic set-up includes tables/chairs up to a max of room capacity in boardroom style
- Internet connectivity through the congress wifi for general browsing and checking emails
- Lockable door
- digital doorplayer
- either projector/screen or monitor
- standard PA system or Soundbar with ceiling speaker
- white board, flip chart, pads/pens and a toolbox

Room size	Capacity*	Whole duration (minimum 4 days from Saturday Oct. 14 – Tuesday Oct. 17)	Meeting room bookings per day (Saturday Oct. 14 – Tuesday Oct. 17)
		Rate	Rate
19–28 sqm	8–10 pax boardroom**	€ 6,000	€ 1,500
32–42 sqm	12 pax boardroom**	€ 8,000	€ 2,000
46–81 sqm	16–20 pax boardroom**	€ 10,000	n/a

\* 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

## Meeting Rooms – Existing Meeting Rooms (Hourly)

A limited number of meeting rooms will be made available, for hourly meeting room bookings. These bookings can only be made onsite at the Industry Desk in the main entrance area. Included:

- Wayfinding signage to promote location of company meeting rooms
- Basic setup includes tables/chairs up to a max of room capacity in boardroom style
- Internet connectivity through the congress wifi for general browsing and checking emails
- digital doorplayer
- either projector/screen or monitor
- standard PA system or Soundbar with ceiling speaker
- white board, flip chart, pads/pens and a toolbox

Capacity: approx. 12 pax

Availability: Saturday Oct. 14 – Tuesday Oct. 17

€ 250 per 60 min (maximum 120 min per booking)

# Registration

UEG Week is the premier venue for researchers from across the globe to present their latest findings. If your company would like to invite participants to UEG Week 2023, we provide a special group registration offer to you, where you **can take advantage of the early registration fees**.

## Registration Fees

Registration	Congress days	In-Person Fee <sup>1</sup>			Virtual fee
		Payment received by			
		Wed, May 31, 2023	Thu, Sept. 7, 2023	After Thu, Sept. 7, 2023	
Regular					
Congress & Postgraduate Teaching Programme	Sat – Tue	€ 790	€ 935	€ 1,100	€ 550
Congress Programme	Sun – Tue	€ 515	€ 660	€ 825	€ 390
Postgraduate Teaching Programme	Sat – Sun	€ 275	€ 275	€ 275	€ 160
Trainee <sup>2</sup>					
Congress & Postgraduate Teaching Programme	Sat – Tue	€ 300	€ 355	€ 420	€ 210
Congress Programme	Sun – Tue	€ 200	€ 255	€ 320	€ 150
Postgraduate Teaching Programme	Sat – Sun	€ 100	€ 100	€ 100	€ 60
Residents of countries with HDI <0.8 <sup>3</sup>					
Congress & Postgraduate Teaching Programme	Sat – Tue	€ 500	€ 590	€ 695	€ 350
Congress Programme	Sun – Tue	€ 300	€ 390	€ 495	€ 230
Postgraduate Teaching Programme	Sat – Sun	€ 200	€ 200	€ 200	€ 120
Undergraduate student <sup>4</sup>					
Congress & Postgraduate Teaching Programme	Sat – Tue	€ 60	€ 60	€ 60	€ 40
Allied Health Professionals <sup>5</sup> incl. ESGENA & other nurses					
Congress & Postgraduate Teaching Programme	Sat – Tue	€ 250	€ 250	€ 250	€ 150

All registration fees are stated in Euro (€) and include 25 % local VAT.

<sup>1</sup> All in-person fees include access to the virtual congress platform.

<sup>2</sup> The trainee fee is only applicable for master and PhD students as well as for residents in training. 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.

<sup>3</sup> Eligible for residents of countries with Human Development Index (HDI) < 0.8 based on the countries ranking from the Human Development Reports for 2021–2022. The list of eligible countries will be published by UEG on [ueg.eu/week/register](http://ueg.eu/week/register).

<sup>4</sup> The undergraduate student fee is only applicable for medical students at university/college level who have not finished any medical degree yet. A certificate confirming the undergraduate student status at the time of the congress signed by the dean of the university/college is required.

<sup>5</sup> The allied health professional fee is only applicable for professionals without any medical degree. A confirmation from the head of department is required. Allied Health Professionals include: nutritionist, dieticians, psychologists, psychotherapists, physiotherapists, geneticists, educationalists, statisticians, pharmacologists, microbiologists, epidemiologist and nurses. Distributors are not included.

### Group Registration (minimum purchase: 10 registrations)

If you order group registration with full pre-payment by **Wed, June 14, 2023** 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 **Wed, June 14, 2023**.

Submission of names of your registrants until **Thu, September 21, 2023**..

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 registrants via a company.



Find out more on  
[ueg.eu/week/register](https://ueg.eu/week/register)



# Housing and Accommodation

DIS Congress Service is the official housing agent for UEG Week 2023, and the only agency mandated by UEG to provide this service. The appointed group booking team comprises of true experts in the field of large-scale room bookings for medical meetings with 10.000+ attendance. DIS Congress Service has secured a wide range of favourable allotments for all requirements and budgets, adjacent to the venue or in reasonably close proximity, and in the city centre or with good access by public transportation.

Allocation process: rooms will be allocated on a first-come, first-served basis

Accommodation sales for UEG Week 2023 has already started. Please visit the purpose **built website** featuring the Hotel and Accommodation options offer through DIS Congress Service.

As Copenhagen is a popular destination, we highly recommend booking your hotel accommodation as soon as possible if you have not done so already.

You can get in touch with the DIS Congress Service team at [uegweek.housing@discongress.com](mailto:uegweek.housing@discongress.com)

## Attention scam alert

Please note that only the UEG approved official registration partner Mondial Congress and Events & Housing partner DIS Congress Service are authorised to use its name on information they send out to exhibitors and supporters.

There are an increasing number of fraudulent websites and agencies that impersonate UEG Week 2023, in Copenhagen. We would like to alert all participants to be aware of possible scams and do strongly advise you to only use the official UEG Week Website [ueg.eu](http://ueg.eu) as well as the official UEG Week 2023 registration & housing agencies: Mondial Congress & Events (Registration) and DIS Congress Service (Housing). Any other companies are in no way connected with our official partners and UEG Week 2023 and we therefore cannot vouch for the services they are offering. We strongly advise you not to share any credit card details with them.

Housing brochure  
available here:  
[my.ueg.eu/  
industry-zone](http://my.ueg.eu/industry-zone)

# Annex 1 – UEG Week Industry Guidelines

United European Gastroenterology (UEG) GmbH, hereinafter referred to as UEG – has developed the “**UEG Week Industry Guidelines**” in order to ensure the smooth functioning of the official congress activities and optimal attendance by registrants 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. Every Supporter needs to accept the UEG Week Industry Guidelines when booking sponsoring items or exhibition space for UEG Week 2023.

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 November 2022

## 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.

All Supporters of UEG Week 2023 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.



# Codes of Practice and Pharmaceutical Product Promotion

All companies and associations participating in UEG Week 2023 are advised to consult the guidelines and codes of practice applicable. The Supporter hence accepts all liability in all cases of non-compliance with these codes.

- **Guidance on Danish Promotion Code**  
**Promotion Code**
- **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>

## Industry Symposia Guidelines

### 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 supporter 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. However, the symposium programme is to be approved by the UEG Scientific Committee.

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

All faculty need to be onsite to hold their presentations, there is no virtual participation possible which feed into the live symposium.

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 for UEG Week 2023. 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). To check whether a symposium speaker/presenter is part of the programme faculty and/or has commitments with the official programme, please consult the online programme planner on the UEG Website. **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 and relevant permissions 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.

\*faculty packages are subject to change at all times

### Symposium Slot Allocation & Programme Approval

Industry symposia will be running in parallel with other industry symposia. A maximum of five parallel symposia are scheduled for Lunch and Afternoon/Evening Symposia but UEG reserves the right to adapt this number. Please see Industry Symposia time slots on page 20.

It might be possible to change the booked symposium slot to another timing, only if there is availability of the new slot timing. Please note that in such circumstances no refund or credit for the difference in slot timing rates will be provided by UEG. Symposia slots cannot be "reserved" as bookings are made on a first-come, first served basis.

The deadline to submit provisional industry symposium programme details for approval is Friday, March 3, 2023. The following information needs to be submitted to [industry@ueg.eu](mailto:industry@ueg.eu):

- Topic the symposium is related to (e.g. IBD, GERD, etc.)
- Working title of the symposium
- The three most preferred lecture rooms (a detailed list of provided rooms incl. capacities will be provided by UEG in the course of february)
- 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 end of March .

UEG will send a notification of allocated session rooms to the organisers of approved industry symposia programmes end of March.

## Photo, Filming and Recording

The company organising a given industry symposium has the exclusive right to take photos, film during their symposium after approval by UEG.

## Broadcasting

Live: Symposia from the onsite lecture halls will be broadcast live on the virtual platform. Live or simultaneous broadcasting of industry symposia by the organising industry Supporter is not permitted on external platforms.

Industry symposia will hence only be streamed to the UEG Week 2023 virtual congress platform.

Delayed: Recordings of the live streamed broadcast of a symposium will be available on-demand in the virtual platform library for UEG Week 2023 registrants, until the platform closes (approx. mid-November 2023). Further, the webcast will be made available in the UEG library for an indefinite period for all myUEG users. Symposia organisers will receive the link to the recording & mp4 recording file of the symposium for their own usage post-congress.

In case automatic placement of the recorded symposium on the virtual platform and in the UEG Library is not desired, this must be expressed in writing to [industry@ueg.eu](mailto:industry@ueg.eu) before the live symposium has taken place to guarantee omission of the recordings from these platforms.

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 [industry@ueg.eu](mailto:industry@ueg.eu) for prior approval. It is the sole responsibility of the supporter 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. Such material must not be distributed in any of the official congress hotels.

- Supporters may announce their symposium onsite on a digital display provided by UEG, in a central high visibility location at the congress venue
- Supporters may announce their symposium onsite on a digital doorplayer directly in front of the lecture room 30 min before the start of the symposium.
- Supporters 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.

A 30 min rehearsal onsite is foreseen for each company hosting a symposium, and available upon request to [industry@ueg.eu](mailto:industry@ueg.eu).

## Participation / Badges

All UEG Week registrants have access to industry symposia. In general, exhibitor only registrations do not entitle to have access to industry symposia but entitle to have onsite access for the symposium of their company. In the case, that an organising company is no UEG Week exhibitor this Supporter is entitled to 5 industry symposium staff badges giving access to the symposium room onsite and one full congress registration (also allowing access to the virtual congress platform) per symposium.

If a Supporter 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

## Allocation of Sponsorship and Advertising Options

In general, all advertising options and meeting rooms are offered on a first-come, first-served basis according to our booking process (see p. 16 for details). If a booked item needs further allocation (e.g. allocation of time slot or placement, meeting room allocation), our ranking rules apply in case of overlaps of preferences with other supporters.

To ensure transparency, order and fairness for all supporters, but also to reflect contributions by supporters to previous UEG Weeks (UEG point system), the following ranking rules apply for allocation purposes within the same level of sponsorship and for all bookings received before the booking deadline for ranking purposes (**January 31, 14:00 CET**).

- 1<sup>st</sup> criterion: Total amount of the financial contribution for UEG Week 2022
- 2<sup>nd</sup> criterion: If two or more supporters show the same financial contribution the UEG point system will be applied
- 3<sup>rd</sup> criterion: If there are still two or more supporters showing the same level, date and time of booking will be used as criterion for ranking purposes

After January 31, 2023, 14:00 CET, all bookings will be treated on a first-come, first-served basis.

## 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. Supporters 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 supporter individually per sponsoring item booked.

## 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.). Serving alcohol in Company Meeting Rooms is not permitted.

All persons requesting access to the meeting rooms must be registered for UEG Week 2023 (congress and/or exhibitor registration required).

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.

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.

## Exhibition

### 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.

To ensure transparency, order and fairness for all supporters, but also to reflect contributions by supporters to previous UEG Weeks (UEG point system), the following ranking rules apply for allocation purposes within the same level of sponsorship and for all bookings received before the booking deadline for ranking purposes (**January 31, 14:00 CET**).

- 1<sup>st</sup> criterion: Total amount of the financial contribution for UEG Week 2022
- 2<sup>nd</sup> criterion: If two or more supporters show the same financial contribution the UEG point system will be applied
- 3<sup>rd</sup> criterion: If there are still two or more supporters showing the same level, date and time of booking will be used as criterion for ranking purposes

After January 31, 2023, 14:00 CET, all bookings will be treated on a first-come, first-served basis.

Exhibitors 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  $\geq 50$  sqm. UEG reserves the right to propose and assign a booth space  $+2/-2$  sqm larger/smaller than booked with the application for exhibition space due to layout considerations.

#### Premier and Main Supporter 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 Supporter 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 Supporter 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. Alternative locations are assigned on a first come-first-serve basis. 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 & all 9 m<sup>2</sup> booths (irrespective of ranking position):

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 or cancel common areas
- 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 2023) 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:

	Premier Supporter	Main Supporter	General Supporter
Permission to extend the exhibition booth height in the hall to a maximum of	max. of 5 m	max. of 4 m	max. of 3.50 m
Suspension from the ceiling in the exhibition hall *	max. height of 7 m where possible (upper rim – truss, lights included)	max. height of 5 m (upper rim – truss, lights included)	No suspension

\* Please note the maximum heights for rigging sections in the exhibition hall (see the floorplan on page 17) – C2: 5,5 m; C3: 7 m; C4: 7 m

## Venue Specifications

### Bella Center Copenhagen, Hall C

Maximum floor load: 2,000 kg/m<sup>2</sup>.

Please note that it is not permitted to drill into the floor.

Water connection and drainage available.

Floor: concrete

**Important:** Booths larger than 250sqm must have an aisle through the booth. The aisles must be minimum 1,3 meters wide. It can be carpeted or flooring can be built. If the flooring on the booth is raised, there needs to be ramps in the width of the aisle.

## 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.

Final rules to be confirmed with the exhibitors' technical manual.

## Submission of Construction Plans

Please provide the following documents via e-mail as pdf-file until Friday, July 28, 2023 to [uegweek.exhibition@media.co.at](mailto: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. The rear of side- and back walls facing neighbouring stands must be kept white, neutral, free of installation materials and clean (only solid walls are allowed, no fabric). All stands, except rental modular booths, need prior approval of the Industry Exhibition Management. Please submit your constructions plans asap, but until July 28 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 of each side and may not interfere with other exhibitors. 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. The rear of side- and back walls facing neighbouring stands must be kept white, neutral, free of installation materials and clean (only solid walls are allowed, no fabric). All stands, except rental modular booths, need prior approval of the Industry Exhibition Management. Please submit your constructions plans asap, but until July 28 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/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% – 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 booth 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. The rear of the back wall facing the neighbouring stand must be kept white, neutral, free of installation materials and clean (only solid walls are allowed, no fabric). All stands, except rental modular booths, need prior approval of the Industry Exhibition Management. Please submit your constructions plans asap, but until July 28 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 July 28 at the latest. Island stands will only be allocated to booth spaces  $\geq 50$  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” or short educational activity 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:

Sunday, October 15	Monday, October 16	Tuesday, October 17
10:00 – 10:30	09:30 – 10:00	09:30 – 10:00
12:00 – 13:30	11:00 – 11:30	11:00 – 11:30
15:00 – 15:30	12:30 – 13:00	12:30 – 13:00
16:30 – 17:00	14:00 – 14:30	14:00 – 14:30
18:00 – 18:30	15:30 – 16:00	
	17:00 – 17:30	

Companies shall submit a provisional programme for educational activities at their booth to [industry@ueg.eu](mailto:industry@ueg.eu) by Friday, September 15. This shall include:

- 1) Provisional title/s of session/s
- 2) Timings of session/s
- 3) Expected max. capacity of participants
- 4) Expected set-up requirement on booth
- 5) Confirmation and acknowledgement of the regulations for educational activities on their booth and that the company has taken the necessary precautions to accommodate such sessions according to these regulations.

Sessions can take place on the exhibitor's booth space or take place virtually only. The max. length per session cannot exceed 20 minutes. The organisation and planning of the session lies with the exhibitor.

For sessions taking place on the exhibitor's booth, 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. Surrounding aisles shall not be obstructed.

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 [industry@ueg.eu](mailto:industry@ueg.eu).

## Virtual Platform Presence

Every space rental in the onsite industry exhibition at UEG Week 2023 will come with a complimentary virtual platform presence. All onsite exhibitors will be listed in the virtual industry lobby on the virtual congress platform and hence offers each exhibitor to be present to the online participants during and after the congress days. Exhibitors will be able to provide a description of their company, select categories most relevant for their product portfolio for the quick filter tool, have a link to their symposium stream page and have a link to an external webpage for further company information, product information or an event microsite. Companies need to adhere to the technical specifications and deadlines issued by UEG with regards to their virtual platform presence.

The virtual exhibition will be accessible on the congress platform for all registered from platform opening until platform closing (October, 14 – approx. mid-November 2023).

Further details and deadlines to submit content will be shared in due time with all exhibitors of UEG Week 2023.

## 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 exhibitor & 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 Sunday, October 15, 2023 access will be granted from 08:00 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 only registrations do not entitle the badge holder to attend the scientific sessions or access the congress platform but a certain amount of free exhibitor & congress registrations will be issued to exhibitors according to the table below.

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 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.

## General Guidelines

### Environmentally-friendly Initiative – Recommended Guidelines for Supporters

UEG is taking efforts to organise UEG Week in a more environmentally-friendly manner and is committed to take responsibility towards sustainability with the ultimate goal to become a certified green meeting in the near future. UEG will already take first steps at UEG Week 2023 contributing to becoming an environmentally-friendly event and we invite Supporters to join and support this initiative.

	Booth Size	Company Staff only	Access to scientific sessions	Valid for
2 exhibitor only registrations (without access to scientific sessions & platform)	per full 9 sqm	no	no	exhibitors
1 free exhibitor & congress registration (with access to scientific sessions & platform)	9 – 54 sqm	yes	yes	full-paying exhibitors
2 free exhibitor & congress registrations (with access to scientific sessions & platform)	>54 sqm	yes	yes	full-paying exhibitors
Additional exhibitor only registrations (without access to scientific sessions & platform)	Before UEG Week: € 120 (incl. VAT) 3-day badge / € 40 (incl. VAT) 1-day badge Onsite Fee: € 180 (incl. VAT) 3-day badge / € 60 (incl. VAT) 1-day badge			
Additional exhibitor & congress registrations (with access to scientific sessions & platform) for company staff only	€ 250 (incl. VAT) per special rate badge (company staff only) Badge number is limited as follows: Premier Supporter 10 / Main Supporter 5 / General Supporter 2			

We have therefore prepared the following recommendations which we kindly ask you to follow when preparing your presence for UEG Week 2023:

- Avoid mass distribution of flyers or other printed matter or give preference to electronic information transfer (e.g. indication of links for download, QR codes for quick reference on mobile devices etc.).
- Recommendation on paper quality of printed products for the event: Paper used for external printing jobs (e.g. for flyers, programme booklets etc.) should be Eco-labelled according to ISO type I33 or made of 100% recycled paper or at least totally chlorine-free (TCF) or listed in the database for ecological printing papers from **Ökokauf Wien**<sup>34</sup>.
- Consider the environment and evaluate whether giveaways are necessary. If you distribute giveaways, do not use giveaways that produce large amounts of waste or environmentally harmful waste, such as non-returnable beverage packages, products with batteries or accumulators. None of the non-food giveaways should be individually packed in plastic wrap and should be made of environmentally friendly or natural materials (e.g. of domestic wood, natural fibres etc.) or carry a recognised quality seal (Ecolabel, organic seal, Fair Trade seal...).
- Reduce the volume of the material to be transported to and to be stored at the congress as far as possible.
- The materials brought and used by the Supporter for the congress (e.g. for the design of the booth) such as racks, roll-ups, decoration etc. should be reusable and reused.
- During the congress no single-use products (cups, plates, cutlery, cans, PET bottles, etc.) should be used.

## 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. Virtual meetings and 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:

<b>Saturday, October 14</b>	<b>09:00 – 18:30</b>
<b>Sunday, October 15</b>	<b>08:30 – 19:30</b>
<b>Monday, October 16</b>	<b>08:30 – 18:30</b>
<b>Tuesday, October 17</b>	<b>08:30 – 15:30</b>

Any kind of onsite or virtual promotion activity during UEG Week 2023 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 supporter **logo** of UEG Week and the Congress Name “31<sup>st</sup> United European Gastroenterology Week Copenhagen 2023 (UEG Week 2023 or UEG Week Copenhagen 2023)” 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:



Supporter endorsement logos are provided to all supporters and exhibitors upon request.

To rent rooms for press conferences at the congress venue please contact **industry@ueg.eu**, the organisation of the press conference remains with the company.

UEG may support you at your own expense in organising your press conference. If you are interested, please contact us directly: **media@ueg.eu**.

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.

The use of the UEG and UEG Week logo on supporters 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 UEG: **media@ueg.eu**.

# Annex 2 – UEG Week 2023 Industry Terms & Conditions

These General Terms and Conditions apply when a Sponsor (hereinafter “Supporter”) orders sponsorship options for **UEG Week 2023** and/or **Postgraduate Teaching Course** held from October 14 – 17, 2023 (hereinafter “UEG Week 2023”), organised by United European Gastroenterology GmbH, Wickenburggasse 1, 1080 Vienna, Austria, email: [office@ueg.eu](mailto:office@ueg.eu) (hereinafter “UEG”).

## 1. Online Order and conclusion of contract

- 1.1. Sponsorship options can only be ordered through our online shop. The Supporter first places an order via our shop. After that UEG confirms/accepts the sponsorship order via email. By accepting such Supporter's order a legally binding contract between the Supporter and UEG is concluded. Before such acceptance of the Supporter's offer no contract on or with respect to the sponsorship exists between the Supporter and UEG.
- 1.2. Online orders must be submitted by the Supporter on his own name and behalf. However, the Supporter is also entitled to commission an agency with the order. UEG will not consider requests from unknown agencies or agencies whose Supporters are unknown to UEG. If an agency is involved in the booking process for a Supporter's activities at UEG Week 2023, the Supporter has to confirm in written to UEG:
  - a) the agency's name
  - b) contact person
  - c) contact details
  - d) the role of the agency.
- 1.3. By concluding an online order, the Supporter's representatives agree that UEG uses Personal Data as defined in UEG's Privacy Policy which can be found here: [ueg.eu/privacy-policy](https://ueg.eu/privacy-policy).
- 1.4. UEG and the Supporter acknowledge and agree that this business relation is not intended, directly or indirectly, to compensate UEG and/or its employees for purchasing, ordering, prescribing, using or recommending Supporter's products or services, and neither UEG nor its employees are required to purchase, use, prescribe, order, recommend, promote or advertise Supporter's products or services as a condition for this agreement.
- 1.5. Upon conclusion of the agreement on the sponsorship items selected by the Supporter, 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 this 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 this agreement are and shall be complete and accurate and reflect in reasonable detail the character and amount of transactions and expenditures.

## 2. Payment conditions

- 2.1. All prices referred to are in Euro (€) and excluding VAT and stamp duty, if not otherwise stated. The VAT treatment depends on several facts, which have to be assessed on an individual basis. The respective VAT rate applicable, if any, will be added. Furthermore, 1% stamp duty will be added on the exhibition price (incl. any potential VAT). All payments must be made in Euro (€). UEG will not accept other currencies than Euro.
- 2.2. UEG will issue and provide to the Supporter invoices in a timely manner after acceptance of the Supporter's order by UEG.
- 2.3. 40% of the total financial contribution must be paid within 45 days of receipt of the invoice and 60% until August 15, 2023. In case an order is placed after July 1, 2023, full financial contribution must be paid within 45 days. **In any event all payments must be made no later than September 15, 2023.** 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 in respect of the sponsorship item ordered by the Supporter and seek compensation for breach of contract.
- 2.4. UEG is obliged to use the financial contribution paid by the Supporter for financing the scientific programme of UEG Week 2023 and to cover costs for the infrastructure to organise UEG Week 2023. The financial contribution of the Supporter will not be used for any entertainment.
- 2.5. For the avoidance of doubt, no refunds will be granted in case of modification of the programme, cancellation of speakers or any other incident during UEG Week 2023.

## 3. Supporter's right of amendment and withdrawal

- 3.1. At any time prior to UEG's confirmation of the Supporter's order, the Supporter is entitled to amend and/or to withdraw from his order free of charge.
- 3.2. Once we have confirmed the Supporter's order, the Supporter may no longer change and revoke his order free of charge and is obliged to pay the full remuneration.

## 4. Liability & Warranty

- 4.1. UEG enters into agreements with the Supporter on the basis, that the Supporter is holding an adequate insurance covering personal injury and loss of/damage to property for the duration of UEG Week 2023. Hence, upon entering into an agreement with UEG, the Supporter confirms to have an adequate insurance covering personal injury and loss of/damage to property for the duration of the UEG Week 2023.
- 4.2. The risks of individual exhibitors and equipment and all related display materials installed/used/displayed at the congress



- venue by the Supporter or its suppliers 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 the Supporter. Hence, the Supporter shall provide for an insurance covering these risks.
- 4.3. 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 Supporter shall take appropriate measures as being reasonable to ensure the safety of the participants as visiting the Supporter's exhibition booth or industry symposium at the congress venue.
  - 4.4. UEG provides general security service at the congress venue. Special stand surveillance is neither provided nor guaranteed. If special surveillance is required, the Supporter has to request from UEG such special surveillance, which UEG or the Industry Exhibition Management, without having any obligation to do so, may provide on terms to be agreed upon at Supporter's own costs.
  - 4.5. UEG does not warrant that the UEG Week Virtual congress platform ("virtual congress platform" before and after its transmission to our website referred to in the following as "virtual congress platform") will operate in an uninterrupted or error-free manner, that this site is free of viruses or other harmful components.
  - 4.6. As far as legally permissible, UEG, its board of directors, members of the board of directors, employees, contractual partners, consultants or any participant of UEG Week 2023 are not liable for direct, indirect or consequential damages of any kind, loss of profit and/or loss of data, which arise from and in connection with the participation of UEG Week 2023 and/or access and participation of the virtual part of UEG Week 2023.
  - 4.7. The Supporter acknowledges that it shall be solely responsible for the observance of ethical standards and all statutory rules and regulations applicable. It is being agreed that UEG shall not be under any obligation to inform the Supporter of such legal provisions.
  - 4.8. The Supporter is responsible for the material and information provided at the congress and may only display this at their booth 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. This also applies to any information provided on the virtual congress platform and any link to third party webpages and social media channels and any content available on such third-party webpages and social media channels. UEG is not involved in the activities carried out by the Supporter and its officers, employees and consultants at the congress venue and/or on the virtual congress platform, and is not in any way liable for any decisions made by any of the foregoing such as advice, assessment, recommendations, appraisals, reviews, feedback(s) or any consideration, or services based on the information or documents or any tool in any form, shown and/or available at the congress venue and/or on the virtual congress platform.
  - 4.9. Publication of works or material or any type of communications as well as participation in discussion forums is strictly voluntary and on the Supporter's entire and sole responsibility.
  - 4.10. UEG reserves the right to enjoin the use of or delete, remove or edit any communications on the virtual congress platform as well as at the congress venue at any time, for any reason and within its unfettered discretion, but has no obligation to do so and shall not be held liable to review or remove any such content. UEG may access, save, store and disclose any of the content made available by the Supporter on the virtual platform if required to do so by law or if UEG in a good faith believes that any of the foregoing is reasonably necessary to: (a) comply with legal requirements; (b) enforce the registration agreement; (c) respond to and defend claims that any content violates the rights of third parties; (d) respond to your requests for customer service; (e) protect the rights, property or personal safety of UEG, its officers, directors, employers, agents, other users or the public.
  - 4.11. The Supporter will be held liable for activities organised on its behalf by their official appointed agency.
  - 4.12. **Applicable to Pharmaceutical Companies only:** In accordance with EFPIA's Code on Disclosure of Transfers of Value from Pharmaceutical Companies to Healthcare Professionals and Healthcare Organizations ("Code"), Supporter is required to and UEG herewith authorizes the Supporter to document and publicly disclose any transfers of value made directly or indirectly to Healthcare Professionals (HCPs) and Healthcare Organizations (HCOs) in connection with this Agreement or its performance. Such disclosure takes place in order to ensure transparency in the dealings between pharmaceutical companies and HCPs and HCOs. Notwithstanding, UEG may at its sole and unfettered discretion withdraw its consent to collect, use, transfer and publish the Data at any time with immediate effect by written notice or email.
  - 4.13. In case participants attend an Industry Symposium or visit an onsite exhibition booth stand, they are asked to give their consent that personal data (to the extent provided), comprising full name, country, affiliation (institute/company, department) and email address is being passed on to the respective supporter. In case the Supporter books a 'lead generation option', the contact details of these participants who have given consent to share their contact data will be provided to the Supporter by UEG post-congress. The Supporter shall use this personal data only for the purpose of providing marketing and information material relating to the field of digestive health as well as information on scientific events. In case this data is processed outside the EEA and there is no adequacy decision by the European Commission for such a data transfer, the Supporter guarantees to take necessary safeguards to protect the participant's personal data adequately.
- ## 5. Intellectual property
- 5.1. The Supporter warrants to UEG, indemnifies and holds UEG harmless that the Supporter has legal title, either to ownership or upon a license, to provide and make available any information, music, photos, movies, artwork, videos,

footage, logos, trademarks etc. used for and made available at any Supporter's activities at UEG Week 2023 (hereinafter "IP-Materials"). The Supporter is solely liable for paying all royalties which accrue for the use of IP-Materials. UEG shall not held liable in case of non-compliance of the Supporter to applicable statutory rules and regulations and the Supporter shall indemnify and hold harmless UEG in respect to any infringement of intellectual property rights and copyrights of third parties by the Supporter's activities at UEG Week 2023.

- 5.2. All trademarks owned by UEG or any other third party appearing or made available to the Supporter through the services performed for UEG Week 2023, if any, are the property of their respective owners.
- 5.3. The Supporter grants UEG a non-exclusive royalty-free sub-licensable license to use all IP-material, so that UEG can use these materials during UEG Week 2023 and for further marketing purposes free of any charge. After UEG Week 2023, UEG is entitled to use the IP-material on its internal learning platform.
- 5.4. The Supporter may withdraw the license and permission of use at any time and without giving reasons. His obligation to pay the fee according to point 2.2 remains unaffected.
- 5.5. The Supporter indemnifies UEG from claims of third parties, damages or losses, which result from the disregard of the rights of third parties. The Supporter assures and guarantees that the submitted IP-Material and the intended use of the same does not violate any rights of third parties.
- 5.6. Supporter must submit IP-Material of sufficient quality and warrants that its intellectual property meets at least the technical minimum standards set forth in a separate technical guideline document which UEG shall provide to the Supporter in due time.
- 5.7. It is strictly forbidden to copy, film, take photos or record any presentation of UEG Week 2023 without the prior consent of UEG. Please note that most talks will be recorded and published:
  - on the virtual congress platform shortly after the talk, accessible to all congress registrants until platform closing
  - in the UEG Library, once available accessible to all congress registrants (for a period of one year) and for all myUEG Associates (for an indefinite period of time), provided the speaker has given his/her consent. This also includes all abstracts and E-Posters.

## 6. Postponement or Cancellation of UEG Week, Force Majeure

- 6.1. 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, epidemic/pandemic, explosion, fire, flood or natural disaster, as well as attacks on our IT infrastructure (e.g. hacker attacks) or malfunctions of UEG's IT infrastructure (e.g. hardware failure) to the extent that any of these events are beyond the reasonable control of the affected party ("Force Majeure").

- 6.2. A party anticipating or affected by any event of Force Majeure shall:
  - 6.2.1. promptly notify in writing the other party, explaining the nature, details and expected duration of such event.
  - 6.2.2. 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
  - 6.2.3. use its best efforts to resume full performance of its obligations under this agreement as soon as reasonably practical.
  - 6.2.4. If there are compelling reasons beyond its control which inevitably delays or prevents UEG, however acting reasonably, from hosting UEG Week 2023 as scheduled, UEG has the right to postpone, shorten, close temporarily or fully or cancel the (onsite and/or virtual) exhibition and to amend sponsoring items accordingly. Unless (i) UEG notifies the Supporter to cancel such year's UEG Week 2023 at all (ii) or, where this is not the case but UEG Week 2023 is postponed for more than six (6) months, this Agreement and any terms and conditions included therein shall remain binding upon the parties.
- 6.3. If, as a result of Force Majeure, UEG Week 2023 is postponed for more than six (6) months, the party which is to be notified of such circumstances may terminate the agreement by giving written notice of termination with immediate effect to the Force Majeure party.
- 6.4. If, as a result of Force Majeure UEG Week 2023 has to be cancelled, UEG shall promptly refund to the Supporter any amount of the Financial Contribution that has been paid by the Supporter, but not already spent or contractually agreed to be spent by UEG for fulfilling its obligations under this Agreement or in relation to the (scheduled) hosting of UEG Week 2023 and the Supporter shall be released from any further liability under this Agreement. The same applies if the Agreement is terminated pursuant to Section 6.3.

## 7. Final provisions

- 7.1. This Agreement and the rights and obligations of the Parties under this Agreement shall be governed by and construed with 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, Austria being competent for the First District of Vienna – Wien Innere Stadt.
- 7.2. 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. Any claim by the Supporter against UEG must be made in writing within four weeks from the last date of the UEG Week 2023 unless such claim shall be time barred.

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**Organiser**

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