The future in focus
The changing and complex landscape of GI diseases in developing countries

Opportunities
- Solid economic growth
- Government reforms
- Changing lifestyles
- Widening middle class
- Rising uptake of medical insurance

Demand for better quality healthcare services

Challenges
- Demographic & environmental changes add to burden of diseases
- Low public expenditure on health
- Inadequate or missing national standards and guidelines
- Large gaps between urban and rural infrastructure
- Lack of equipment and personnel, particularly in remote areas

In India alone, USD 200 billion will be invested in next 10 years in medical infrastructure, adding over 160,000 hospital beds every year.

Most GI malignancy risk factors (tobacco, obesity, diabetes) are on the rise across the Asian-Pacific region.

Colorectal cancer is now the 3rd most common malignant disease in both men and women in Asia, in some countries with mortality/incidence ratio higher than Western countries.

Top 5 Countries with Highest Gastric Cancer Incidence

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Age Standardised Rate per 100,000 (World)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Korea</td>
<td>41.8</td>
</tr>
<tr>
<td>2</td>
<td>Mongolia</td>
<td>32.5</td>
</tr>
<tr>
<td>3</td>
<td>Japan</td>
<td>29.9</td>
</tr>
<tr>
<td>4</td>
<td>Guatemala</td>
<td>23.7</td>
</tr>
<tr>
<td>5</td>
<td>China</td>
<td>22.7</td>
</tr>
</tbody>
</table>

Countries with a critical shortage of health service providers (doctors, nurses and midwives)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>India</td>
</tr>
<tr>
<td>2</td>
<td>China</td>
</tr>
<tr>
<td>3</td>
<td>Japan</td>
</tr>
<tr>
<td>4</td>
<td>South Korea</td>
</tr>
<tr>
<td>5</td>
<td>Russia</td>
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<td>6</td>
<td>Indonesia</td>
</tr>
<tr>
<td>7</td>
<td>Vietnam</td>
</tr>
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<td>8</td>
<td>Egypt</td>
</tr>
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<td>9</td>
<td>Thailand</td>
</tr>
<tr>
<td>10</td>
<td>Turkey</td>
</tr>
</tbody>
</table>

Sources:
3. 2011-08-20 MD News Chinese Medical Association of Digestive Endoscopy website Interview with the Professor Jin Zhendong
4. India Pharma 2020 Propelling access and acceptance, realizing true potential - Pharmaceuticals and Medical Products Practice McKinsey & Company report
7. Pourhosseingholi, Mohamad Amin. Epidemiology and burden of colorectal cancer in Asia-Pacific region: what shall we do now? Trans Gastronstrast Cancer Online ISSN 2224-4778 Vol 3, No.4 October 2014
## CHALLENGES

- Demographic & environmental changes add to burden of diseases
- Low public expenditure on health
- Inadequate or missing national standards and guidelines
- Large gaps between urban and rural infrastructure
- Lack of equipment and personnel, particularly in remote areas

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</tbody>
</table>
Dear Industry Partner,

It is with great pleasure that the World Endoscopy Organization invites you to support END0 2017 - the first World Congress of Gastrointestinal Endoscopy, on February 16-19, 2017 in Hyderabad, India.

Technological advances in endoscopy over the past years have been spectacular. Endoscopy has surpassed its function as an examination tool and is today the mainstay not only for diagnosis but also for treatment in Gastroenterology.

ENDO 2017 will recognize these achievements and in parallel address the increasing complexity faced by endoscopists. Developing countries in particular are challenged by a shortage of training, qualified healthcare professionals and medical infrastructures. It is high time the endoscopy community is brought together to stimulate international exchange and to establish best practices. That is what makes END0 2017 so important.

It is fitting that the first of these meetings should happen in India, a fast evolving nation with significant growth potential. Hyderabad was chosen in view of its proximity and direct connectivity to many Asian-Pacific cities, with a well-established network of hotels and top-quality airport.

The Scientific Program includes a full one-day Postgraduate Course, Live Demonstration Sessions running from Thursday to Saturday, a comprehensive Learning Center and varied Symposia. Topics will cover new and cutting-edge information on a broad range of topics in Gastroenterology, Hepatology and Oncology, presented from the perspective of an endoscopist. Presentations will combine basic science and clinical practice, with a spotlight for topics relevant to the Asia-Pacific region and emerging countries.

ENDO 2017 will be a large scale event with approximately 5,000 participants. It presents an ideal opportunity for the Industry to learn about the needs of their target audiences and how to address them. It will allow for direct access to key opinion leaders and offer many insights to present and future aspects within endoscopy.

With END0 2017, we are shaping a landscape that is challenging and exciting in equal measure. Join us in putting the future in focus.

Very best regards,

Nageshwar D. Reddy
END0 2017 President
WEO President
About the Congress

CONGRESS OVERVIEW

Date: February 16-19, 2017
Location: Hyderabad, India
Venue: Hyderabad International Convention Center (HICC)
Nr. of Participants: 5,000 (estimated)
Faculty: 125 faculty members
Exhibition: 2500 m² of exhibition space available
Posters: 300 m² of poster space
Format: Three and a half days of Live Demonstrations, Symposia, Postgraduate Program, Nurses' Track, Learning Center, Posters & Exhibition, with focus on interaction between participants and experts
Official language: English, with translation available in selected sessions (Chinese, Japanese, Russian and Spanish).

CONTACT INFORMATION

<table>
<thead>
<tr>
<th>For sponsors based in Asia-Pacific*, Europe and US</th>
<th>For sponsors based in India</th>
<th>For sponsors based in China</th>
<th>For sponsors based in the Middle-East</th>
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<tbody>
<tr>
<td>Ms. Manoela Onofrio</td>
<td>Mr. Satyanarayana U</td>
<td>Mr. Dominique Liu</td>
<td>Mr. Divya Thapa</td>
</tr>
<tr>
<td>Project Manager</td>
<td>General Manager - Operations</td>
<td>MCI China I Shanghai Office</td>
<td>MCI Middle East LLC</td>
</tr>
<tr>
<td><a href="mailto:mo@endo-2017.org">mo@endo-2017.org</a></td>
<td><a href="mailto:su@endo-2017.org">su@endo-2017.org</a></td>
<td><a href="mailto:Dominique.liu@mci-group.com">Dominique.liu@mci-group.com</a></td>
<td><a href="mailto:divya.thapa@mci-group.com">divya.thapa@mci-group.com</a></td>
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<tr>
<td>ENDO 2017 Secretariat</td>
<td>Asian Institute of Gastroenterology</td>
<td>Level 4, Puxi Management Center</td>
<td>Suite 902, Level 9, Dubai World Trade Centre</td>
</tr>
<tr>
<td>WEGmbH</td>
<td>6-3-661, Somajiguda</td>
<td>No. 801 Jumen Road</td>
<td>Sheikh Zayed Road, PO Box 124752 Dubai, UAE</td>
</tr>
<tr>
<td>Landwehr Str. 9</td>
<td>500 082 Hyderabad, India</td>
<td>80023, China</td>
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<tr>
<td>80336 Munich, Germany</td>
<td></td>
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<tr>
<td>T + 49 89 907 79 36 18</td>
<td>T + 91 40 2337 8888</td>
<td>T + 86 21 2312 3579</td>
<td>T + 971 4 3111 6300</td>
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</table>

*except China & India

IMPORTANT DATES

- **October 2015**: Deadline for Premium sponsors to sign up
- **October 2015**: Participant online pre-registration opens
- **January 2016**: First call for abstracts
- **February 2016**: Site visit & industry partners' tour in Hyderabad
- **May 2016**: Deadline for Major sponsors to sign up
- **August 2016**: Deadline for early bird registration
- **October 2016**: Deadline for regular registration / deadline for group registration
Organizing Body

PRESIDENT
Reddy, Nageshwar D. (India)

STEERING COMMITTEE
Bailey, Robert J. (Canada)
Faigel, Douglas O. (USA)
Goh, Khean-Lee (Malaysia)
Inoue, Haruhiro (Japan)
Mostafa, Ibrahim (Egypt)
Neuhaus, Horst (Germany), Chair
Reddy, Nageshwar D. (India)
Rey, Jean-Francois (France)
Seo, Dong-Wan (South Korea)
Tajiri, Hisao (Japan)
Waye, Jerome D. (USA)

SCIENTIFIC COMMITTEE
Bourke, Michael J. (Australia)
Costamagna, Guido (Italy)
Devière, Jacques (Belgium)
Emura, Fabian (Colombia)
Faigel, Douglas O. (USA)
Ginsberg, Gregory G. (USA)
Goh, Khean-Lee (Malaysia)
Hawes, Robert (USA)
Lau, James Yun-wong (China)
Mostafa, Ibrahim (Egypt)
Navarrete, Claudio (Chile)
Neuhaus, Horst (Germany)
Rabeneck, Linda (Canada)
Rao, G.V. (India)
Reddy, Nageshwar D. (India)
Rey, Jean-Francois (France), Chair
Sakai, Paulo (Brazil)
Seo, Dong-Wan (South Korea)
Sharma, Prateek (USA)
Yahagi, Naohisa (Japan)
Yamamoto, Hironori (Japan)
Yang, Yun-sheng (China)
Zhang, Shu Tian (China)

LOCAL ORGANIZING COMMITTEE
Goenka, Mahesh K. (India)
Kochhar, Rakesh (India)
Kumar, Ajay (India)
Maydeo, Amit P. (India)
Rao, G. V. (India)
Sud, Randhir (India)
Tandan, Manu (India)

REGIONAL COUNSELORS
Aabakken, Lars (Europe)
Emura, Fabian (Latin America)
Faigel, Douglas O. (North America)
Fedorov, Evgeny (Russia & CIS)
Kim, Yong-Tae (Korea)
Kitano, Seigo (Asia-Pacific)
Li, Zhao-Shen (China)
Mostafa, Ibrahim (Middle-East & Africa)
About the Organizers

HOST  WORLD ENDOSCOPY ORGANIZATION (WEO)

WEO is the host and responsible for the overall planning and implementation of the congress. The World Endoscopy Organization is a non-profit umbrella organization covering 3 geographical zones: Asia-Pacific (A-PSDE), Europe/Mediterranean (ESGE) and the Americas (SIED). For more than 50 years, WEO has led the promotion of high quality and safe endoscopy worldwide, through training, education and research. WEO was established in 1962 during the World Congress of Gastroenterology in Munich, Germany. Up until 2010 the society was known as “Organisation Mondiale d’Endoscopie Digestive” (OMED) when the name was changed to the “World Endoscopy Organization” (WEO).

ORGANIZER  ASIAN INSTITUTE OF GASTROENTEROLOGY (AIG)

AIG, in close collaboration with WEO, is responsible for the overall planning and implementation of the congress. AIG was established as a new concept of day care unit where major endoscopic surgical procedures can be done on an outpatient basis without resorting to hospitalization. The institute is well equipped with advanced technology and dedicated staff and is recognized by WEO as a Center of Excellence for its high-quality training curriculum. AIG also conducts its popular International Endoscopic workshop in Hyderabad every two years. As a consequence of its pioneering work, it has become one of the largest referral centers in Asia for therapeutic endoscopy, welcoming patients from all of India and surrounding countries. AIG’s aim is to offer world class patient care in gastroenterology-related disorders.

PCO  MCI

MCI is an independent, global association, communications and event management company. Their combined expertise enables them to offer strategy, creativity and execution in the field of association management (AMC), Congress and Exhibition (PCO), live communication, meetings, events and incentives and performance improvement programmes.

SCIENTIFIC SUPPORTERS

The following societies provide significant contributions to the Scientific Program of ENDO 2017:

- American Society for Gastrointestinal Endoscopy (ASGE)
- Asia-Pacific Society of Digestive Endoscopy (A-PSDE)
- Chinese Society of Gastrointestinal Endoscopy (CSGE)
- European Society of Gastrointestinal Endoscopy (ESGE)
- Indian Society of Gastroenterology (ISG)
- Japanese Gastroenterological Endoscopy Society (JGES)
- Korean Society of Gastrointestinal Endoscopy (KSGE)
- Pan-Arab Association of Gastroenterology (PAAG)
- Society of Gastrointestinal Endoscopy of India (SGEI)
- Interamerican Society of Digestive Endoscopy (SIED)
Delegate Profile
ENDO 2017 target audience

**PARTICIPANTS PER COUNTRY/REGION**

- **INDIA** (2,000)
- **CHINA** (800)
- **OTHER ASIA-PACIFIC** (800)
- **MIDDLE-EAST AND NORTH AFRICA** (500)
- **LATIN AMERICA** (300)
- **EUROPE** (200)
- **RUSSIA & CIS** (200)
- **NORTH AMERICA** (150)
- **OTHER** (50)

**PARTICIPANTS PER SPECIALTY**

- **ENDOSCOPISTS (GI SPECIALISTS)** (3,200)
- **SURGEONS** (1,000)
- **OTHER SPECIALISTS** (400)
- **HEPATOLOGISTS** (300)
- **NURSES** (100)
Pricing Structure for Delegates

DELEGATES WILL BE ABLE TO REGISTER ACCORDING TO THE FOLLOWING CATEGORIES:

<table>
<thead>
<tr>
<th>Participant Fee (In USD)</th>
<th>Before August 15, 2016 (Early Bird)</th>
<th>Before October 15, 2016</th>
<th>After October 15, 2016</th>
<th>Onsite registration</th>
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<tr>
<td>Society member delegate*</td>
<td>150</td>
<td>200</td>
<td>300</td>
<td>400</td>
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<tr>
<td>Regular delegate</td>
<td>200</td>
<td>300</td>
<td>400</td>
<td>500</td>
</tr>
<tr>
<td>Fellows, nurses &amp; technicians</td>
<td>100</td>
<td>150</td>
<td>150</td>
<td>150</td>
</tr>
<tr>
<td>Hands-on training at the Learning Center</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>150</td>
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</table>

*Individual members of scientific supporters and other supporting societies.

RATES INCLUDE:

- Admission to all Scientific Sessions
- Admission to Poster Exhibition & Technical Exhibition
- Admission to the Learning Center
- Admission to the Postgraduate Course
- Congress materials
- Coffee breaks and lunches

HANDS-ON TRAINING RATES INCLUDE:

- Admission to the Learning Center
- Admission to Poster Exhibition and Technical Exhibition

GROUP REGISTRATIONS

Registration vouchers can be ordered through the website. With a minimum purchase of 20 vouchers for registration and full pre-payment by August 2016 companies can take advantage of the early registration fees. Delegate names must be submitted by October 2016.
Scientific Information

PROGRAM AT A GLANCE

<table>
<thead>
<tr>
<th>Thursday, Feb 16</th>
<th>Friday, Feb 17</th>
<th>Saturday, Feb 18</th>
<th>Sunday, Feb 19</th>
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<tbody>
<tr>
<td>Postgraduate Course</td>
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<td>Postgraduate Course</td>
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<td>Nurses’ Track</td>
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<td>Honorary Lectures</td>
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<tr>
<td>Meet the Expert over Breakfast</td>
<td>Meet the Expert over Breakfast</td>
<td>Meet the Expert over Breakfast</td>
<td>Meet the Expert over Breakfast</td>
</tr>
<tr>
<td>Live Demonstrations</td>
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<td>Learning Center</td>
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<td>Poster Exhibition/ Poster Tours</td>
<td>Poster Exhibition/ Poster Tours</td>
<td>Poster Exhibition/ Poster Tours</td>
<td>Poster Exhibition/ Poster Tours</td>
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<tr>
<td>Free Paper Sessions</td>
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<td>Free Paper Sessions</td>
</tr>
<tr>
<td>Video Marathon</td>
<td>Video Marathon</td>
<td>Video Marathon</td>
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</tr>
</tbody>
</table>

ENDO 2017 SESSION DESCRIPTION

Below is a short description of the structure and goals of the different sessions that constitute the Congress’ Scientific Program.

Postgraduate Course

Sessions in the Postgraduate Course cater especially to the needs of the up-and-coming generation. Accordingly, all activities focus on the challenges faced by recent graduates. The themes are highly relevant for tomorrow’s experts, preparing them to become leaders in the field of endoscopy.

Nurses’ Track

A meeting for GI nurses and technicians, to be organized in collaboration with local and Asian-Pacific partners, addressing relevant topics such as sedation and patient preparation.

Honorary Lectures

Honorary lectures will be convened each morning after the Live Demonstrations, from Thursday to Saturday and will present the highly prestigious Named Lectureships of the World Endoscopy Organization zones: SIED (Rudolf Schindler Honorary Lecture), A-PSDE (Sadatakasha Tasaka Honorary Lecture) and ESGE (François Moutier Honorary Lecture). These are lectures delivered by luminaries in the field of GI Endoscopy and Gastroenterology. The seminal orations may well have an impact on our daily practice, or alternatively, point to new areas of research. These lectures are certainly a highlight of the congress.

Meet the Expert over Breakfast

Experts cover latest trends and topics in detail, in an intimate and interactive setting, allowing for open discussion among participants.

Live Demonstrations

Top international experts demonstrate both basic and cutting-edge techniques. Broadcast from the Asian Institute of Gastroenterology, the Live Demonstrations at ENDO 2017 showcase the best and most instructive procedures, performed by the world’s greatest experts. Real-life viewing of endoscopic procedures is an important teaching tool. Through an audio
link with the hospital, the audience can pose questions during procedures and become involved, almost as if they were performing the procedures themselves.

**Industry Satellite Symposia**

Corporate Partners are invited to sponsor luncheon or evening symposia. Each symposium is under the responsibility of the company sponsoring the session. Content should be approved by the Scientific Committee.

**Society Symposia**

Each Scientific Supporter has the opportunity to present regional challenges and recent developments in these individual symposia which are developed as a collaboration between the society and the ENDO 2017 Scientific Committee.

**General Symposia**

The ENDO 2017 Scientific Committee, composed of world experts, worked closely together, to consider all aspects of endoscopy and then pruned the selection down to create a selection of the most innovative and significant themes in endoscopy today.

**Learning Center**

The Learning Center offers different educational formats for both experts and beginners to enhance their skills. There are three separate sections: the hands-on training area where participants can train their skills, the small lecture theater where experts cover topics in an intimate, interactive setting, and the DVD stations, showcasing the latest clinical cases and techniques.

**Poster Exhibition/ Poster Tours**

Poster Tours are held during the lunch period at the congress. Selected experts will visit groups of posters, when the presenter is expected to give a 1-2 minute summary of the major findings described in the poster. The experts lead the discussion with other members attending the Poster Tour. Poster prizes for ‘Top Poster’ will be awarded. Awarded authors receive travel stipends. The poster area will contain both electronic and standard posters.

**Free Paper Sessions**

Original research presentations delivered orally. Submitted abstracts will be reviewed by a panel of experts and selected for the oral presentation.

**Working Party Reports**

Working Party Reports will be a distinctive feature of ENDO 2017. Working parties are commissioned by the WEO to study all aspects of a particular topic in detail. They address areas in need of a ‘new look’ or where real guidance is required on classification, diagnostic criteria or therapeutic strategies. Members are chosen for their special expertise in the field. Working party reports are highly respected and will be published.

**Video Marathon**

During this session short videos showing examples of new, unexpected, or exceptional cases are presented, with commentary from a panel of experts.
Sponsorship Opportunities

SPONSORSHIP CATEGORIES

ENDO 2017 has three sponsorship categories: premium, major and general sponsorship.

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (in USD, excluding taxes)</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium sponsor</td>
<td>$250,000</td>
<td>October 2015</td>
</tr>
<tr>
<td>Major sponsor</td>
<td>$150,000</td>
<td>May 2016</td>
</tr>
<tr>
<td>General sponsor</td>
<td>$50,000 - $149,000</td>
<td></td>
</tr>
</tbody>
</table>

PLEASE NOTE:

- If the sponsor pays registration fees for invited participants, such fees cannot be set off against the sponsorship amount; this applies for all categories of sponsoring partners. Registration fees must be paid separately in all cases.
- After May 2016, single sponsorship items will be treated on a first-come, first-served basis.

PREMIUM SPONSOR CATEGORY - DEADLINE FOR SELECTION OF SPONSORSHIP OPTIONS: OCTOBER 2015

Premium sponsors will be given first choice and within the category will be treated on a first-come, first-served basis. Premium sponsors will be given priority in their selection from the list of sponsorship options (detailed on page 17) up until October 2015. Premium sponsors enjoy the following benefits:

- Participation in and major visibility during the Live Demonstrations
- Choice of one Industry Satellite Symposium, theme/topics subject to Scientific Committee approval
- Preferred choice of date for an Industry Satellite Symposium
- Priority choice of a block hotel booking
- Booth space of 54 m²
- Permission to increase floor space up to a max. 18 m² - extra space will be charged according to square meter pricing
- Priority choice of exhibition space
- Named as Premium sponsor in all congress publications, website and at the venue
- Use of the official congress logo with designation of Premium sponsor for advertising
- Display of three company advertising posters in congress venue
- Five full congress registrations
- Five participants at Gala Dinner
- Ten exhibitor passes. Extra passes will be charged according to price listed on section “Exhibition”
MAJOR SPONSOR CATEGORY - DEADLINE FOR SELECTION OF SPONSORSHIP OPTIONS: MAY 2016

Major sponsors will be given priority in their selection from the list of sponsorship options until May 2016, bearing in mind that Premium sponsors have first choice until October 2015. Until then, Major sponsors will be granted an option. Within the category, Major sponsors will be treated on a first-come, first-served basis. Major sponsors enjoy the following benefits:

- Participation in the Live Demonstrations
- Preferred choice of date for an Industry Satellite Symposium, after Premium sponsors have made their selection
- Priority choice of block hotel booking, after Premium sponsors have made their selection
- Priority choice of exhibition space at the venue after Premium sponsors have made their selection
- Booth space of 27 m²
- Permission to increase floor space up to a max. 9 m² - extra space will be charged according to square meter pricing
- Named as Major sponsor in all congress publications, website and at the venue
- Use of the official congress logo with designation of Major sponsor for advertising
- Display of three company advertising posters on congress venue
- Three full congress registrations
- Three participants at Gala Dinner
- Five exhibitor passes. Extra passes will be charged according to price listed on section “Exhibition”

GENERAL SPONSOR CATEGORY

General sponsors have third choice, bearing in mind that Premium sponsors have first choice until October 2015 and Major sponsors second choice until May 2016. General sponsors will be will be treated on a first-come, first-served basis. Within the category, General sponsors enjoy the following benefits:

- Priority choice of block hotel booking after Major sponsors have made their selection
- Priority choice of exhibition space at the venue after Major sponsors have made their selection
- Named as General sponsor in all congress publications, website and at the venue
- Booth space of 9 m²
- Use of the official congress logo with designation of General sponsor for advertising
- Display of one company advertising posters on congress venue
- Two full congress registrations
- Two participants at Gala Dinner
- Three exhibitor passes. Extra passes will be charged according to price listed on section “Exhibition”
PHILANTHROPIC DONATIONS

ENDO 2017 aims to bring together the endoscopy community to stimulate international exchange and to establish best practices, with the main focus on emerging nations. In order to reach this goal, WEO is also reaching out for philanthropic donations.

Funding incurred by such grants go towards the development of the Scientific Program, the congress organization, faculty travel and hotel, abstract submission and publication, working party reports and other costs strictly related to education. All such expenditures will hopefully enable ENDO 2017 to offer attractive registration costs to delegates and maximize the learning experience of participants.

CONTRACTS

Sponsors are invited to provide two types of support: a selection of promotional opportunities aimed at increasing the visibility of supporting companies and philanthropic donations to go toward the fulfilment of the congress.

**ALL CONTRACTS WILL BE DEALT ON BEHALF OF WEO BY:**

<table>
<thead>
<tr>
<th>For sponsors based in Asia-Pacific*, Europe and US</th>
<th>For sponsors based in India</th>
<th>For sponsors based in China</th>
<th>For sponsors based in the Middle-East</th>
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</thead>
<tbody>
<tr>
<td>Ms. Manoela Onofrio Project Manager <a href="mailto:mo@endo-2017.org">mo@endo-2017.org</a></td>
<td>Mr. Satyanarayana U General Manager - Operations <a href="mailto:su@endo-2017.org">su@endo-2017.org</a></td>
<td>Mr. Dominique Liu MCI China I Shanghai Office <a href="mailto:Dominique.liu@mci-group.com">Dominique.liu@mci-group.com</a></td>
<td>Mr. Divya Thapa MCI Middle East LLC <a href="mailto:divya.thapa@mci-group.com">divya.thapa@mci-group.com</a></td>
</tr>
<tr>
<td>ENDO 2017 Secretariat WEO gGmbH Landwehr Str. 9 80336 Munich, Germany</td>
<td>Asian Institute of Gastroenterology 6-3-661, Somajiguda 500 082 Hyderabad, India</td>
<td>Level 4, Puxi Management Center No. 801 Jumen Road Shanghai 200023, China</td>
<td>Suite 902, Level 9, Dubai World Trade Centre Sheikh Zayed Road, PO Box 124752 Dubai, UAE</td>
</tr>
</tbody>
</table>

*except China & India
List of Sponsorship Options

1. INDUSTRY SATELLITE SYMPOSIA

<table>
<thead>
<tr>
<th>Category</th>
<th>Thursday, Feb 16</th>
<th>Friday, Feb 17</th>
<th>Saturday, Feb 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Evening Symposium</td>
<td>17:30-19:00</td>
<td>17:30-19:00</td>
<td>17:30-19:00</td>
</tr>
<tr>
<td>Industry Evening Symposium</td>
<td>17:30-19:00</td>
<td>17:30-19:00</td>
<td>17:30-19:00</td>
</tr>
<tr>
<td>Industry Evening Symposium</td>
<td>17:30-19:00</td>
<td>17:30-19:00</td>
<td>17:30-19:00</td>
</tr>
</tbody>
</table>

TIME SLOTS HAVE BEEN RESERVED IN THE OFFICIAL PROGRAM. PRELIMINARY DATES AND TIMES ARE AS FOLLOWS:

PRICE FOR INDUSTRY EVENING SYMPOSIUM (USD 60,000) INCLUDES:

Organized by the sponsor in consultation with the ENDO 2017 Scientific Committee, symposia will be held from Thursday to Saturday. Duration: 90 minutes.

THE PRICE INCLUDES THE FOLLOWING BENEFITS:

- Provision of a room
- Supply of basic technical equipment in the room
- Publishing of symposium program and inclusion of the sponsor name in the final Congress Program
- Sponsors may print 3 posters for symposium and display these in the venue on the day prior to the symposium until after the symposium (printing of the poster not included)
- Sponsors may publish their program, abstracts and proceedings themselves
- Not included: travel expenses for speakers, hotel accommodation and congress registration for speakers
PRICE FOR INDUSTRY LUNCHEON SYMPOSIUM (USD 50,000) INCLUDES:
Organized by the sponsor in consultation with the ENDO 2017 Scientific Committee. Duration: 50 minutes.

THE PRICE INCLUDES THE FOLLOWING BENEFITS:

- Provision of a room
- Supply of basic technical equipment in the room
- Publishing of symposium program and inclusion of the sponsor name in the final Congress Program
- Sponsors may print 3 posters for symposium and display these on the venue on the day prior to the symposium until after the symposium (printing of the poster not included)
- Sponsors may publish their program, abstracts and proceedings themselves
- Not included: travel expenses for speakers, hotel accommodation and congress registration for speakers

2. FACULTY DINNER  
USD 50,000

THE FACULTY DINNER WILL BE HELD ON SATURDAY AT THE HOTEL PREMISES. THE PRICE INCLUDES THE FOLLOWING BENEFITS (EXCLUSIVE):

- Branding rights on the dinner halls
- Eight tickets to the dinner
- Possibility of short presentation/speech during dinner, by sponsor

3. HANDS-ON TRAINING AT LEARNING CENTER  
USD 50,000

THE HANDS-ON TRAINING OFFERS VARIOUS FORMS OF HANDS-ON TRAINING, LOCATED AT THE LEARNING CENTER. THE PRICE INCLUDES THE FOLLOWING BENEFITS:

- Branding rights on the Hands-On Training section of the Learning Center
- Use of company’s equipment
4. PRINTED ITEMS FOR THE CONGRESS

All sponsors will be mentioned on the back cover of the Program.

- **a. Full page Advert (on inside front cover or inside back cover)**
  - USD 7,000
- **b. Full page Advert (on inside page)**
  - USD 5,000
- **c. 1/2 page Advert (on inside page)**
  - USD 2,500
- **d. Bookmark for Program (exclusive)**
  - USD 8,000
- **e. USB Stick (exclusive), per piece**
  - USD 15
- **f. Writing Pads & Pens (supplied by sponsor)**
  - USD 5,000
- **g. Ad space in Exhibition Hall Floor Map**
  - USD 2,500
- **h. Ad space in Preliminary Program**
  - USD 5,000
- **i. Ad space in Congress Newspaper**
  - USD 5,000
- **j. Supplement in Congress Bags**
  - USD 5,000
  - Supplement content to be approved by ENDO 2017 Scientific Committee (Max. 4 pages A5 or double-sided A4 leaflet, per supplement)

5. DIGITAL ITEMS FOR THE CONGRESS

All sponsors will be mentioned on the Congress website.

- **a. ENDO 2017 Smartphone App (exclusive)**
  - USD 20,000
  - The Smartphone App is free for Congress participants and provides iPhone/iPad, Android and other Smartphone users access to all congress information. The company banner or logo would appear at the start of the app
- **b. Banner or Logo in Wi-Fi Welcome Screen**
  - USD 5,000
  - As participants connect to the venue’s wireless network in order to access the Internet, they are initially presented a Welcome Screen introducing them to the network.
- **c. Congress Website**
  - Sponsors have the possibility of promoting their company and/or products on the website (www.endo-2017.org)
  - **I. Comprehensive Package**
    - USD 9,000
    - Company’s logo with a link to website on the first entry page of the website. Link will be visible before and during the congress. Links can also direct to satellite symposia. Additional logo and link on the sponsor and exhibitors page.
  - **II. Light Package**
    - USD 1,500
    - Quick link in Program section of the congress website to promote your satellite symposia.
6. SPONSORED ITEMS AT THE CONGRESS VENUE

- **Company Hospitality Suite** USD 5,000
  Located next to the registration desk, companies have the possibility to welcome their groups and distribute materials

- **Company Welcome Desk** USD 8,000
  Display your company logo and give-aways within the lounge. No product placement, no scientific content

- **Speakers Lounge** USD 8,000
  Display your company logo and give-aways within the lounge. No product placement, no scientific content

- **Information Booth** USD 5,000
  Distributing information on the Congress Program, exhibition and lecture halls located at the entrance of the Congress Venue

- **Visibility Wall/Signage** USD 5,000
  
- **Company Meeting Room** For up to 20 persons. No product placement, no scientific content available upon request

7. OTHER ITEMS AT THE CONGRESS VENUE

- **Data and Video Projection, per meeting room** USD 2,000
- **Information and Advertising Board, per board, per day** USD 1,000

PRICE OVERVIEW

<table>
<thead>
<tr>
<th>Sponsorship Item</th>
<th>Details</th>
<th>Price in USD (excl. taxes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Luncheon Symposia</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td>Industry Evening Symposia</td>
<td>60,000</td>
<td></td>
</tr>
<tr>
<td>Faculty Dinner</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td>Hands-On Training</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td>Full page ad in Program</td>
<td>Inside front or back cover</td>
<td>7,000</td>
</tr>
<tr>
<td>Full page ad in Program</td>
<td>Inside</td>
<td>5,000</td>
</tr>
<tr>
<td>Half-page ad in Program</td>
<td>Inside</td>
<td>2,500</td>
</tr>
<tr>
<td>Bookmark</td>
<td>Exclusive</td>
<td>8,000</td>
</tr>
<tr>
<td>USB-Stick or CD ROM</td>
<td>Exclusive, per piece</td>
<td>15</td>
</tr>
<tr>
<td>Writing Pads &amp; Pens</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>Mobile App</td>
<td>20,000</td>
<td></td>
</tr>
<tr>
<td>Wi-Fi Welcome Screen</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>Website Comprehensive Pack</td>
<td>9,000</td>
<td></td>
</tr>
<tr>
<td>Website Light Pack</td>
<td>1,500</td>
<td></td>
</tr>
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<td>5,000</td>
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<td>Information Booth</td>
<td>5,000</td>
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<tr>
<td>Visibility Wall/Signage</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>Data and Video Projection</td>
<td>Per meeting room</td>
<td>2,000</td>
</tr>
<tr>
<td>Information Advertising Board</td>
<td>Per board, per day</td>
<td>1,000</td>
</tr>
<tr>
<td>Supplement in Congress Bags</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>Additional m² for booth</td>
<td>Exclusive, per m²</td>
<td>900</td>
</tr>
<tr>
<td>Additional Exhibitor Badge</td>
<td>Per day</td>
<td>100</td>
</tr>
</tbody>
</table>
TECHNICAL EXHIBITION INFORMATION

More information about the technical exhibition will be provided in the exhibitors’ manual. Additionally, exhibitors will have a chance to visit the HICC in February 2016, to have a detailed understanding of what the venue offers.

<table>
<thead>
<tr>
<th>Additional Square meter cost per booth</th>
<th>USD 900</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor fee per person (additional, per day)</td>
<td>USD 100</td>
</tr>
</tbody>
</table>

CONTACT INFORMATION FOR THE EXHIBITION:
All questions regarding the exhibition should be directed to:

Mr. Satyanarayana U  
General Manager - Operations  
su@endo-2017.org

Asian Institute of Gastroenterology  
6-3-661, Somajiguda  
500 082 Hyderabad, India

T +91 40 2337 8888  
F +91 40 2332 4255  
W www.aigindia.net

ABOUT THE VENUE
Hyderabad International Convention Centre (HICC)

HICC is a purpose-built and state-of-the-art convention facility, the first of its kind in South Asia. In every aspect, be it infrastructure, services or technology, HICC compares with the best in the world. It has an internal hall measuring 6,480 m², which can be partitioned into six smaller halls. The pre-function foyer area itself exceeds 6,400 m². HICC is proud to be the winner of the ‘Best Convention Centre’ National Tourism Award by Incredible India for three years in a row. HICC is a Green Globe certified convention center. HICC is managed by Accor and jointly owned by Emaar Properties PJSC Dubai and Telangana State Industrial Infrastructure Corporation Ltd.

- State-of-the-art IT Infrastructure, Design, Technology, Telecommunications and AV Equipment
- Pillar-free internal hall of net 6,480 m² that can hold an 5,000-delegate plenary and can be portioned into 6 smaller halls
- A spacious pre-function foyer area of over 6,000 m² of lobby space
- 37 breakout rooms, including specialized meeting rooms, speaker preparatory rooms, boardrooms
- VIP lounge
- 12.5 metre high ceiling, roof catwalks and truss to withhold heavy suspension
- Service pits every 6 metres, with power, water, internet, etc.
- In-house 5-star banqueting service
- Connected to Novotel Hyderabad Convention Centre, a 287-room international business hotel
The Hyderabad experience

Hyderabad’s appeal cannot be contained indoors. The capital of the Telangana state is the perfect blend of traditional and modern. It is a city where sleek skyscrapers share space with heritage monuments and an eclectic mix of communities ensure a vibrant culture. Once a center of the diamond and pearl trade, it is still referred to as the ‘City of Pearls’. This city of six million inhabitants is now a growing IT, technology and commercial hub.

A 30-MINUTE DRIVE FROM THE HICC TAKES YOU TO TOURIST ATTRACTIONS SUCH AS:

- KBR National Park
- Qutub Shahi Tombs
- Golconda Fort
- Inorbit mall & Hyper City – the largest shopping mall in the city
- Hyderabad Shopping District
- Jubilee Hills and Banjara Hills

RAJIV GANDHI INTERNATIONAL AIRPORT

Rajiv Gandhi International Airport (IATA: HYD, ICAO: VOHS), also known as Hyderabad International Airport, or simply RGIA is located at Shamshabad, approximately 22 km south of Hyderabad. The airport features as the top among Indian airports in the ranking of world airports for the year 2013 by Skytrax. It serves as a hub for Spicejet, Lufthansa Cargo and Blue Dart Aviation and as a focus city for Air India, Jet Airways, and JetLite. With 105,300 m², Terminal 1 has the the capacity to handle 14 million passengers per annum.

The state-of-the-art cargo terminal has implemented a concept of an integrated cargo facility housing domestic and international facilities under one roof. The Air Cargo Complex has a built-in area of 14,330 m².
Hotels in Hyderabad

**NOVOTEL**
Novotel Hyderabad Convention Centre, adjacent to HICC, is a 287 rooms hotel, built to suit the requirements of the discerning business traveler. Five minutes from Hitce City and 35 km from Rajiv Gandhi International Airport.

**TRIDENT HOTEL**
The hotel blends the natural elements of height, light and space, into its design. The 323 guest rooms and suites are amongst the largest accommodations in Hyderabad. The rooms combine modern comfort with timeless good taste. The décor features all the modern day amenities, like high speed Internet access, LCD televisions and well-appointed working desks, essential for the contemporary traveller. The Trident is located 4.6 Km from the Hyderabad International Convention Centre, a 12-minute taxi-ride.

**RADISSON HYDERABAD HITEC CITY**
The Radisson Hyderabad features comfortable, air-conditioned rooms, swimming pool, fitness center, 24-hour room service and free Wi-Fi access. Reserve one of the hotel’s spacious conference rooms for a board meeting. A business centre is also available to help you complete work while staying at this Hitec City hotel in the heart of Gachibowli, a new-age IT suburb of Hyderabad. The Radisson is located 4.7 Km, less than 15 minute taxi-ride, away from the Hyderabad International Convention Centre.

**WESTIN**
With the exciting city skyline in the background, guests will enjoy complete relaxation and renewal in one of our 427 guest rooms and suites – all of which feature rich Taipei carpets, lotus headboards, a spa-like rainforest shower, and our Westin Heavenly® Bed. The Westin is located 4.8 Km from the Hyderabad International Convention Centre, a 15-minute taxi-ride.
<table>
<thead>
<tr>
<th>Dates to remember:</th>
<th>For more information please contact:</th>
<th>Follow us on:</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2015</td>
<td>Deadline for Premium sponsors to sign up</td>
<td>goo.gl/Gyu9La</td>
</tr>
<tr>
<td>October 2015</td>
<td>Participant online pre-registration opens</td>
<td>goo.gl/FVbZOn</td>
</tr>
<tr>
<td>January 2016</td>
<td>First call for abstracts</td>
<td>goo.gl/pG3ifs</td>
</tr>
<tr>
<td>February 2016</td>
<td>Site visit &amp; industry partners’ tour in Hyderabad</td>
<td>goo.gl/0EvKlW</td>
</tr>
<tr>
<td>May 2016</td>
<td>Deadline for Major sponsors to sign up</td>
<td>Facebook</td>
</tr>
<tr>
<td>August 2016</td>
<td>Deadline for early bird registration</td>
<td>Twitter</td>
</tr>
</tbody>
</table>

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endo2017@worldendo.org
www.endo-2017.org

Follow us on:
- Facebook: goo.gl/Gyu9La
- Twitter: goo.gl/FVbZOn
- Website: goo.gl/pG3ifs
- Instagram: goo.gl/0EvKlW