



## European Society of Gastrointestinal Endoscopy (ESGE)

### Policy for events held under the patronage of the ESGE

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The use of the ESGE brand name is divided into three categories:

- a) ESGE organised event
  - b) ESGE sponsored event
  - c) ESGE endorsed event
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#### a) ESGE Organised Event

This category consists of initiatives that are organised directly by ESGE (scientifically and financially) whether or not they are institutional. In this case the words below the logo state: “ESGE Organised Event”.



#### ESGE Organised Event

*The presence of the ESGE logo on products or services guarantees that the project has been undertaken in accordance with the rules of ESGE*

#### Brand management and patronage

The use of the ESGE brand name is granted after deliberation by the Governing Board to ratify the project. The ESGE brand name is always used for the Society's Congresses and Courses.

## **b) ESGE sponsored Event**

ESGE sponsored workshops on advanced endoscopy with live (or video) demonstrations sponsored by the European Society of Gastrointestinal Endoscopy (ESGE) are aimed at achieving the following goals:

- To promote the teaching and practice of gastrointestinal endoscopy
- To enhance and assist in the control of quality of endoscopic procedures

These workshops are organised by the ESGE together with third parties. Application may be made by ESGE member national endoscopy/gastroenterology societies in collaboration with a local organizing body (Medical School, Department, or Unit) which can guarantee the highest medical and scientific standards.

In this case the words below the logo state: "ESGE Sponsored Event".



## **ESGE sponsored event information and application**

Brand management and conditions regarding patronage are set out in the ESGE Bid Manual which may be found on the ESGE website ([www.esge.com](http://www.esge.com)) where application is also possible.

### **c) ESGE Endorsed Event**

This category consists of events organised by third parties which are endorsed by ESGE. By granting this endorsement, ESGE has no financial involvement and has no obligation to provide any support services for the event.

ESGE endorsement of activities offers the following benefits:

- the ESGE stamp of approval, underlining the scientific quality
- Additional potential for sponsorship, by companies who already are, or wish to be, liaising with ESGE
- ESGE endorsed events are announced in the ESGE Newsletter in the journal *Endoscopy*
- Meeting details are posted on the ESGE website
- Meeting details are distributed in ESGE E-Newsletters
- Promotional material is displayed at ESGE booths at meetings and at other ESGE endorsed events.

In this case, the words below the logo state: "ESGE Endorsed Event". The following phrase is also to appear: "This course is endorsed by the European Society of Gastrointestinal Endoscopy". Please see page 4 for details on logo placement in promotional material.



### **ESGE endorsed event application**

Application for use of the ESGE brand name and endorsement is possible via the ESGE website ([www.esge.com](http://www.esge.com)) and must be made at least three months prior to the event. The ESGE Secretariat will forward the request together with any attached documents to all members of the Governing Board for approval. Subsequent decisions on behalf of the Governing Board will be communicated by the Secretary General to the organisers.

Applications should contain the following information:

- 1) Date and location of the meeting
- 2) Aims and subjects of the meeting
- 3) Complete scientific program (topics and presenters)
- 4) Promoters
- 5) Organising agency
- 6) Details on organisational and financial responsibilities, funding and sponsorship
- 7) Request for CME credits: after the event has taken place, information concerning concession of credits, quiz results and CME evaluation models should be sent to the Secretary General through the ESGE Technical Secretariat

The organiser must declare in the application that he assumes complete financial, organisational and fiscal responsibility for the event  
Scientific meetings requirements for concession of endorsement:

- 1) The role of Digestive Endoscopy must be prominent among the topics under discussion
- 2) Evidence of regional involvement using presenters from the area in question.
- 3) The event must last at least one day
- 4) CME credits must be already requested
- 5) Declaration that the finances are covered by the organisation

## Fees and conditions

For organisers of approved Endorsed meetings:


- 1) Administrative fee of EUR 500,00
- 2) 20% fee reduction to ESGE individual members: The ESGE website and journal Endoscopy will be utilized to advertise this endorsement and cooperation which also includes the exchange of printed promotional material. ESGE brochures will be inserted into congress bags of the organiser free of charge. ESGE will display brochures of the Endorsed meetings at meetings with ESGE booth presence.
- 3) If necessary, booth space (max. 3 x 3 square meters) will be available to ESGE. The ESGE Secretariat will, in consultation with your organisers, find the most effective mode to control ESGE individual membership registration.

## ESGE logo placement guidelines

The ESGE logo should not be placed in a dominant position on any endorsed meeting promotional material. It should be smaller than your institution's logo. Electronic files of ESGE logos are available by contacting [secretariat@esge.com](mailto:secretariat@esge.com). Any publications using the ESGE logo are to be reviewed by ESGE prior to printing and distribution. A PDF version of the promotional piece can be e-mailed to [secretariat@esge.com](mailto:secretariat@esge.com) or faxed to +49 89 907 7936 20.

The following text must accompany the ESGE logo: "This course is endorsed by the European Society of Gastrointestinal Endoscopy".

## Example of logo placement




**Your  
logo  
here**

**Our Endoscopy Course**

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**This course is endorsed by the  
European Society of  
Gastrointestinal Endoscopy**

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