

# Code of practice between EULAR and the pharmaceutical industry

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International congresses and symposia are both important and highly visible scientific meetings. They have developed from relatively small meetings into, in some cases, large international events with thousands of participants. They are important events for the presentation and exchange of up-to-date scientific data and bring together specialists from many countries for the exchange of information and experience that could not be achieved by correspondence. They also create the opportunity for companies involved in the health care industry to interact face-to-face with health care professionals.

Without the partnership of the pharmaceutical and medical equipment industry such congresses and symposia would often be scientifically less successful and also difficult to manage financially. The cooperation of companies active in the field is therefore welcomed by those involved in the management of scientific meetings.

Health care is mostly provided by the public hand and is more and more carefully observed by the public eye. It is essential that the interrelationship between science and commerce at these events is sensibly balanced, and needs to be professionally managed by all parties and fully transparent to the public. The responsibility lies with all involved parties

For these reasons, the European League Against Rheumatism (EULAR) has developed the “EULAR Code of Practice” which governs the relationship between the organisers of the congress and the involved industry representatives in the preparation of, during and after the Annual European Congress of Rheumatology.

It is important that the pharmaceutical companies participating in international congresses and any other scientific meetings under the jurisdiction of EULAR understand that the objective of such manifestations is to advance and enhance science in the field of musculoskeletal diseases. As a consequence, commercial activities must not exceed what is deemed acceptable.

**The following guidelines should therefore be adopted:**

## 1. Organisation

The overall responsibility for the Annual European Congress of Rheumatology (congress) lies with the European League Against Rheumatism (EULAR). Part of the logistical and infrastructural organisational work may be delegated to a third party company (PCO), such as registration and accommodation, abstract handling, partnership activities, exhibition, etc. The PCO acts in the name and on behalf of EULAR for all delegated activities. At this time, EULAR has mandated MCI Suisse SA with these activities.

## 2. Participating companies

Companies involved in the health care industry can become partners in the congress. For this, the PCO publishes a set of services including prices in the “Partnership and Investment Opportunity” manual, transparently available to any interested party. With selecting and ordering such service(s), the interested party becomes a contract partner for the event in question.

It is the contract partner’s responsibility to inform all subsidiaries, affiliates, third party companies etc. involved on its behalf of the rules and regulations of the “EULAR Code of Practice”. It is also the contract partner’s responsibility that its subcontractors adhere to all rules and regulations.

MCI as well as EULAR will communicate only with clearly identified third party companies, officially mandated by the contract partner. Requests received from third party companies (i.e. communication and press agencies) which cannot present a letter of authorisation by the contract partner will not be answered.

## 3. Exhibition

It is widely recognised that the exhibition stand is a major forum for the pharmaceutical and medical equipment companies to create the opportunities where they may talk to health care professionals about their company and products. Exhibition stands should therefore create the opportunity for the company to show and display information relevant

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to both the company and its products as well as other scientific information deemed appropriate. Activities not related to the practice of medicine and/or the field of musculoskeletal diseases are deemed inappropriate under this “EULAR Code of Practice”.

## ASSIGNMENT OF SPACE

Exhibition space will first be allocated to corporate members and subsequently to other companies on a first come, first served basis. Further details of the attribution process are outlined in the attribution process document for corporate members. Corporate membership information is available from the EULAR secretariat on request.

## USE OF RENTED SPACE & HEIGHT LIMITATION

The Exhibition Technical Manual provided for contract partners as well as local legal and/or safety and security regulations are the binding guidelines for the use and branding of rented space. The height limitation as communicated in the Exhibition Technical Manual must be respected both for physical and visual devices (e.g. lasers, gobos, etc.).

No part of the stand may exceed the rented surface of the stand. Rigging (hanging items from the ceiling) is not permitted.

## NOISE

Exhibitors may not produce noise and/or use amplification of music and/or voice which may be heard outside the space assigned to the exhibitors, or which may interfere with or be felt objectionable to attendees or other exhibitors. The volume level must not exceed 70dB (A) at the boundaries of the stand. The PCO reserves the right to require exhibitors to discontinue any such activity. Live presentations at the stand are not permitted without prior approval from the organisers.

## STAND ACTIVITIES

“Meet the Expert” sessions or press briefings at the stand are not allowed during the official scientific programme hours (see glossary). A round table for a maximum of 8 participants during coffee breaks (no further audience) is accepted. A request to hold such sessions must be submitted to the PCO (MCI) for approval. Stand activities such as quizzes, contests,

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**MEET THE EXPERT’ SESSIONS OR PRESS BRIEFINGS AT THE STAND ARE NOT ALLOWED DURING THE OFFICIAL SCIENTIFIC PROGRAMME**

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etc. can take place throughout the exhibition opening hours with a limitation of 8 simultaneous participants.

## ACCESS TO THE STAND SPACE

Access to the stand during the build-up phase is only possible for persons holding a “Stand builder pass”. On the opening day of the congress (usually Wednesday) persons holding an “Early access” pass may enter the exhibition area as of 08:00 to operationally prepare the stand and to eventually hold staff briefings.

## RECORDING

Filming may ONLY take place in designated filming areas with prior authorisation from the EULAR Press Office (whether press or industry). Authorised Filming Permit badges will need to be worn in a visible place at all times during the congress when filming OR carrying filming equipment by all relevant personnel. An up to date filming permit should be produced when asked. Those that do not have these badges will be directed to the EULAR Press Office to obtain a badge.

Industry are required to seek permission from the EULAR Press Office to conduct any filming within the congress centre, outside of the satellite symposia. Filming of an industry satellite symposium may be led by the organising company only, but can only take place with prior approval, contact is Christopher.Day@mci-group.com. Industry are permitted to film within their own hospitality suite providing this is not visible to other delegates and the EULAR logo and/or EULAR congress branding is not used, but prior authorisation must be sought from the EULAR Press Office and an Authorised Filming Permit badge issued.

Filming of own exhibitor stands for documentary purposes (including time-lapse photography), but not of the stands of other exhibitors, can only take place

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outside of exhibition opening hours and permission must be granted by the EULAR Press Office and an Authorised Filming Permit badge sought. Exhibitors may take pictures of their own stands for documentary purposes but not of the stands of other exhibitors and only outside of exhibition opening hours.

Picture-taking, including time-lapse photography is prohibited within the congress venue at all times during the congress, by all delegates, including in scientific sessions, public spaces, poster sessions, and in the exhibition halls. Filming outside of the congress centre (outside of the boundaries of the congress venue, or in neighbouring venues) does not require permission. In this case, the EULAR Logo and/or EULAR Congress branding may not be used as a back-drop or in final production.

All unauthorised recording of material will result in the intervention of EULAR mandated security personnel, the confiscation of the recorded material and potential invalidation of the access credentials.

To request permission to film in a designated filming area, please email: [eularpressoffice@cohnwolfe.com](mailto:eularpressoffice@cohnwolfe.com).

## **GIVE-AWAYS AND PRINTED MATERIAL**

Give-aways and printed material may only be distributed in the space rented by the exhibitor in the exhibition hall, in hospitality suites, or at satellite symposia. No such material may be distributed in any hotel used by EULAR.

Companies may only offer gifts (maximum value of EURO 20) preferably of educational or scientific value. Gifts with a value of more than EURO 20 are allowed for professional or patient education purposes. Textbooks and CDs will be allowed at this value. Product identification is permitted on give-aways. It is the company's responsibility to also adhere to any restrictions and/or limitations which may be applicable according to the legislation of the host country of the congress. Contests, lotteries, raffles are subject to the approval by the organisers (MCI).

## **ALCOHOLIC BEVERAGES**

Serving of alcohol at the congress is not permitted at any time, except during the EULAR Networking Platform and by EULAR only.

## **TAKING PICTURES, FILMING AND AUDIO-RECORDING IN THE EXHIBITION HALL IS NOT ALLOWED**

### **SPACE INTEGRITY/PROMOTIONAL ACTIVITIES**

Exhibitors are prohibited from publicising, distributing, and canvassing, and/or maintaining any activities, inducements, demonstrations, materials, or displays outside the space assigned to them.

### **PRODUCT DISCLAIMER**

The acceptance of a product or service for exhibition does not in any manner constitute an endorsement by EULAR.

### **EXHIBITOR'S PARTICIPATION IN SESSIONS**

Participants registered as exhibitors will not be permitted to attend scientific sessions at the EULAR Congress. Exhibitors interested in attending any scientific session must register as regular congress participants. Exhibitors will receive complimentary exhibitor registrations. The number of complimentary registrations depends on the size of the exhibit.

EULAR reserves the right to refuse applications of companies not meeting or not having met in previous occasions the standard requirements or expectations. EULAR reserves the right to curtail or to close exhibits (wholly or partially) that reflect unfavourably on the character and the purpose of the congress, or because of serious violation of the "EULAR Code of Practice" by the contract partner.

## **4. Satellite symposia guidelines**

Satellite symposia held by the pharmaceutical industry will have, as their main objective, the communication of scientific material, which will enhance the knowledge of attending health care professionals. There will be no material inducement or publication of a reward to attend the symposium. Delegates may of course be sent special invitations but no reward to participants is

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allowed for attending a symposium. It is not permitted to prevent delegates from attending a satellite symposium unless there are legal requirements imposed by the host country of the event.

Satellite symposia slots will first be allocated to corporate member companies and then to other companies on a first come, first served basis. Further details of the attribution process are outlined in the attribution process document for Corporate Members. Corporate Membership information is available from the EULAR Secretariat on request.

At least 60% of the programme of a satellite symposium must be of general scientific content, and not more than 40% may be related to any specific drug or form of treatment or similar. The satellite symposium programme must be submitted to the EULAR Scientific Programme Committee (EULAR Secretariat or through the PCO) 14 weeks prior to the congress and will need to be approved by the EULAR Steering Committee and the chairman of the Scientific Programme Committee (no response within 21 days implies assent).

The chairperson of the satellite symposium has a responsibility to oversee that the messages and conclusions presented during the symposium are based on available scientific data. The contract partner should inform the chairperson(s) of this responsibility. In addition, the holder of a satellite symposium and the chairperson are jointly responsible for adhering to the assigned time slot of the symposium.

Satellite symposium holders will receive a number of free full delegate registrations. The number of free registrations depends on the size of the symposium (size of auditorium).

All satellite symposia must be held at the congress centre during the official time slots offered by the organisers (see PIO Manual). Companies holding a satellite symposium outside the congress centre and/or outside the official satellite symposia slots will be fined with the amount equivalent to the highest priced satellite symposia slot, and they will not be invited to participate at the two following congresses. EULAR also reserves the right to close the booth of the contract partner if the company is exhibiting at the congress.

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## **THE OVERALL RESPONSIBILITY FOR THE ANNUAL EUROPEAN CONGRESS OF RHEUMATOLOGY LIES WITH THE EUROPEAN LEAGUE AGAINST RHEUMATISM (EULAR)**

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### **ADVERTISING AND PROMOTION OF SATELLITE SYMPOSIA DURING THE CONGRESS**

Satellite symposia programmes and invitations may only be distributed in the space rented by the exhibitor in the exhibition hall (if applicable), in hospitality suites, and at the entrance to the auditorium used for the satellite symposium no more than 30 minutes before the start of the satellite symposium.

Designated areas in high-traffic locations at the congress venue will be made available to companies for displaying posters advertising their satellite symposia. The display of posters and visuals advertising satellite symposia during the congress is limited to such designated areas, rented exhibition space, hospitality suites as well as staffed hospitality desks.

Stand-alone signs advertising satellite symposia and/or any other corporate branding in congress hotels are not authorised unless these are located next to and part of a permanently staffed company hospitality desk.

### **PHOTOS, FILMING AND AUDIO RECORDING OF SATELLITE SYMPOSIA**

A company holding a satellite symposium (or symposia) has the exclusive right to organise photos, filming and audio-recording of their satellite symposium. Any such recording requires prior approval by EULAR and/or the PCO.

### **LIVE BROADCASTING**

Live and/or simultaneous broadcasting of satellite symposia in any way is prohibited.

### **DELAYED BROADCASTING**

For sound and image recording of satellite symposia (or parts thereof by any type of media) that are dedicated for presentation to a public or closed

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audience outside the congress, the company holding the satellite symposium is required to obtain formal acceptance from all speakers in writing and send it to the organisers (MCI) at the latest 2 weeks before the congress. Satellite symposia must not be broadcast in any way until the first Monday following the end of the EULAR Congress at which the satellite is scheduled.

See item 6 for additional guidelines for Internet publication.

## 5. Company meetings, press, media and publications

Press conferences, briefings of any kind or similar group events organised directly or indirectly by the pharmaceutical industry may not be held in the congress centre and not be organised during the official scientific programme hours (see glossary). All such events with groups larger than 8 participants need the prior approval by the EULAR Secretariat.

Not affected from this regulation are meetings with investors (Investor Relation Meetings) and company internal meetings with entirely sales and/or marketing personnel. They may be held outside of the congress centre at any time during the congress.

Press releases of pharmaceutical companies are bound to the "EULAR Abstract Embargo Policy".

Corporate press material and product information may not be distributed in the Congress Media Centre. A dedicated area will be made available close to the EULAR Media centre for this.

The use of the EULAR name and congress logo in any fashion, by any commercial entity, for any purpose is expressly prohibited before, during and after a congress without prior written consent of EULAR. The official congress logo may be used on invitations for officially approved satellite symposia. It can be requested from the EULAR Secretariat.

Picture taking, filming and recording of the scientific programme or any part of it is not allowed. Press and media interviews can be arranged on demand through the officially appointed EULAR press and media agency.

Please also refer to the "EULAR Press and Media Rules and Regulations" document in this context.

## 6. Internet publication of material

The guidelines for press, media and publications are likewise applicable for the publication of material and information on the internet.

Given that all material presented at the congress is of public interest and no longer confidential, EULAR expects such publications to be accessible without prior registration to a site, even if the registration is free.

## 7. Networking events

The social networking programme of a congress is an important part of the event itself. It creates the opportunity for participants from different countries to get together outside the busy scientific programme of the congress. However, all congress partners are reminded that such events must not be arranged during the congress programme hours (see glossary). Transportation to networking events must not depart during the congress programme hours (see glossary).

Networking events organised by the pharmaceutical industry according to the "EULAR Code of practice" may contain a "Welcome introduction" not exceeding 15 minutes in total by maximum two speakers. This introduction may be referred to in the invitation to the networking event as "Introduction to... (subject)" and should contain not more than 40 percent product placement.

## 8. Poster viewing/Guided poster tours

The published time slots for poster viewing are officially part of the EULAR Scientific Programme. Company organised events, meetings and activities involving delegates are not allowed during these times.

EULAR organises poster tours for the delegates. They are published in the final programme and on the EULAR Website. Poster tours are exclusive to EULAR. Poster tours organised by any other entity are therefore not permitted at any time.

## 9. Legal issues

Each contract partner is responsible for the material and information they make available at the congress. Contract partners and their mandated organisations should only present material and information which



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has been approved by their legal departments and which is in compliance with the legislation of the host country of the congress.

To summarise, contract partners should address these issues and any conflicts arising from such matters directly among themselves as the organisers will never intervene or arbitrate in any way in legal issues.

## 10. EULAR Code of Practice enforcement

All participating companies must comply with the "EULAR Code of Practice" and general congress guidelines. Penalties will be applied when violations occur.

The procedure for controlling and enforcing the guidelines and regulations is as follows:

- Alleged violations will be reported to MCI and/or the EULAR Executive Secretariat.
- Once the alleged violation has been duly considered by the EULAR Executive Secretariat, a representative of the relevant company will be invited to present the company's view. The final decision on appropriate measures will be taken by the EULAR Executive Secretariat jointly with the EULAR Executive Committee.

## 11. Other relevant documents

Further to this "EULAR Code of Practice", the following documents may be of assistance. They are available from the PCO (MCI) and can be downloaded from the EULAR Congress website.

- EULAR Partnership and Investment Opportunities Manual
- EULAR Abstract Embargo Policy
- EULAR Press and Media Rules and Regulations document
- EULAR Meeting Regulations

EULAR Secretariat  
MCI Suisse SA  
Kilchberg and Geneva, August 2016

**AT EULAR 2017, EXHIBITORS AND SATELLITE SYMPOSIA ORGANISERS WILL BENEFIT FROM DISCOUNTED PRICES FOR HOSPITALITY SUITES.**

## GLOSSARY

### Exhibitor

A company with a contract to exhibit at a EULAR Congress.

### Contract partner

A company buying services at a EULAR Congress

### Duration of the congress

Those published by EULAR. Relevant is the printed final programme of the congress, usually

- Wednesday 12:00 – 22:00
- Thursday and Friday 08:00 – 19:00
- Saturday 08:00 – 15:00

### Official scientific programme hours

Those published by EULAR. Relevant is the printed Final Programme of the congress.

Included are

- all scientific sessions and workshops
- all abstract sessions
- the poster viewing time
- the coffee breaks
- the official opening plenary session
- the official Networking platform

### Congress programme hours

Those published by EULAR. Relevant is the printed Final Programme of the congress.

### Included are

- the official scientific programme hours as above
- the satellite symposia time slots

### Organisers

#### Scientific Secretariat

European League Against Rheumatism  
EULAR  
Executive Secretariat  
Seestrasse 240  
CH-8802 Kilchberg  
Switzerland  
www.eular.org  
eular@eular.org

#### PCO representing EULAR

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