

Code of Practice between EULAR and the pharmaceutical industry

Version October 2020

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, both onsite and virtually (via online access). These meetings 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. 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 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 inter-relationship 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)ⁱ has developed the “EULAR Code of Practice” which governs the relationship between EULAR as organiser of the congress and the involved industry representatives in the preparation of, during and after the Annual European Congress of Rheumatology for both the online and onsite parts of the meeting.

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 be strictly separated from the scientific programme.

The following guidelines must therefore be adopted:

1. ORGANISATION

The overall responsibility for the Annual European Congress of Rheumatology (congress) lies with EULAR. Part of the logistical and infrastructural organisational work may be delegated to a third-party company, for example, registration support and accommodation, etc. An agency may act in the name and on behalf of EULAR for specific delegated activities.

2. PARTICIPATING COMPANIES

Companies involved in the health care industry can become partners in the congress. For this, EULAR publishes a set of services including prices in the "Partnership and Investment Opportunity (PIO)" 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.

EULAR will communicate only with clearly identified third party companies officially mandated by the contract partner. Requests received from third party companies which cannot present a letter of authorisation by the contract partner will not be answered.

3. ASSIGNMENT/ALLOCATION OF SPONSORSHIP ITEMS, EXHIBITION SPACE, SATELLITE SYMPOSIA

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

Companies buying sponsorship packages are eligible for a number of free registrations. The amount of free registrations is outlined in the PIO manual.

4. CONGRESS

a. Virtual meeting platform

The virtual platform is software provided by EULAR for the industry partners to create opportunities where they may communicate online to health care professionals about their company and products and display information deemed appropriate. Activities not related to the practice of medicine and/or the field of rheumatic and musculoskeletal diseases (RMDs) are deemed inappropriate under this "EULAR Code of Practice".

All content needs to be uploaded on to the virtual platform, with the exception of Summary of Product Characteristics (SmPC) documents, these can be hyperlinked to an official regulatory hosting site, e.g. by the European Medicines Agency (EMA) or the Federal Drug Administration (FDA).

b. Company profile

The company profile on the virtual platform is the place for the pharmaceutical and medical equipment companies to create the opportunities to show and display information relevant to both the company and its products as well as other scientific information deemed appropriate.

c. Meet the Expert Sessions

'Meet the Expert' sessions are not allowed during the official scientific programme activities (scientific and educational sessions, posters viewing, satellite symposia). A request to hold such sessions must be submitted to

EULAR for approval.

i. Virtual elements

Meet the expert sessions with live and online audience interaction are allowed for a maximum of 30mins during coffee breaks.

ii. Physical elements

Meet the Expert sessions and / or round tables for a maximum of 12 participants at the stand during coffee breaks (no further audience) is accepted.

iii. FORUM – Chat function

This text-based chat function is a place of networking and sharing, dedicated to specific topics for discussion, with possibility to provide pdf, pictures and useful URLs to delegates.

It is the responsibility of the companies to dedicate experts/staff to answer or feedback to delegates who comment.

Availability of this function is during the main congress days when live sessions take place.

5. BROADCASTING/PRESS/FILMING

a. Live Streaming

Live streaming of Meet the Expert sessions and satellite symposia at EULAR is only permissible via the EULAR platform and with prior agreement by EULAR. The companies are responsible that the content adheres to all applicable laws, regulations and the EULAR Code of Practice.

b. 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 must 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, other than live streaming, may be led by the organising company only, but can only take place with prior approval, contact is Sponsorex@eular.org. 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. Delegates attending the satellite symposia may not be filmed.

Filming of own exhibitor stands for documentary purposes (including time-lapse photography), but not of the stands of other exhibitors, can only take place outside of exhibition opening hours and permission must be granted by EULAR 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.

Unauthorised picture-taking, including time-lapse photography is prohibited within the congress venue at all times during the congress, in the exhibition halls and public spaces. In scientific sessions and poster sessions the authors & presenters can mark their slides and posters with a sign to indicate it is permissible to be filmed / recorded. 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.

7. 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 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 EULAR 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.

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: sponsorex@eular.org.

6. 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 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".

a. Give-aways and printed material

It is the company's responsibility to adhere to any restrictions and/or limitations which may be applicable according to the legislation of the host country of the congress or any relevant legislation.

b. Alcoholic beverages

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

c. 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.

d. Product disclaimer

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

e. 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 company representatives. Exhibitors will receive complimentary exhibitor registrations. The number of complimentary registrations is outlined in the Partnership and Investment Opportunity (PIO) manual.

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 material violation of the "EULAR Code of Practice" by the contract partner.

f. 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.

g. 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. EULAR reserves the right to require exhibitors to discontinue any such activity. Live presentations at the stand are not permitted without prior approval from EULAR.

h. Stand activities

Stand activities such as quizzes, contests, etc. can take place throughout the exhibition opening hours with a limitation of up to 12 simultaneous participants.

i. 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 07:30 to operationally prepare the stand and to eventually hold staff briefings.

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. 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. Contract partner may request that EULAR sends special invitations to delegates but no reward to participants is allowed for attending a symposium. It is not permitted to prevent delegates who are eligible to access content from attending a satellite symposium unless there are legal requirements imposed.

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 Office 15 weeks prior to the congress and will need to be approved by the EULAR Steering Group (no response within 21 days implies assent).

Each contract partner is responsible for the material and information they make available at the congress. Delegates who are not allowed to prescribe, recommend, purchase, supply sell or administer pharmaceutical products do not have access to satellite symposia and exhibition. This includes patients and patient representatives. Patients' statements recorded prior to the congress may only be shown and used in line with the legislations of the host country of the congress as well as of the patient's home country and any other relevant legislation. Contract partners and their mandated organisations are only allowed to present material and information which have been approved by their legal departments and which are in compliance with the legislation of the host country of the congress and with any other relevant legislation. Upon EULAR's request, the contract partner must present the approval of its legal department. The contract partner shall indemnify EULAR from and against any loss, liabilities, damages and claims arising out of the non-compliance with this clause.

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 must inform the chairperson(s) of this responsibility. In addition, the contract partner holding of a satellite symposium and the chairperson are jointly responsible for adhering to the assigned time slot of the symposium.

All satellite symposia must be held either at the congress centre or broadcast via the EULAR platform during the official time slots offered by EULAR (see PIO Manual). Companies holding a satellite symposium outside the EULAR platform and/or 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 company profile and/or booth of the contract partner if the company is showcasing at the EULAR platform and/or exhibiting at the congress.

8. ADVERTISING AND PROMOTION OF SATELLITE SYMPOSIA DURING THE CONGRESS

a. Online promotion

Each company is entitled to use the official EULAR European Congress of Rheumatology 2021 logo as well as the official hashtags #EULAR2021 #EULAR2021congress on invitations and promotional documents related to the approved satellite symposia.

Companies may make use of the deep links of the company profiles and satellite symposia slots of the EULAR platform provided by EULAR approximately two weeks prior to the EULAR congress, for marketing and promotion purposes.

Satellite symposia programmes and invitations may be distributed among their private network sharing the satellite symposia deep-links. Each company will ensure that all company publications referring to satellite symposia mention: "EULAR European Congress of Rheumatology 2021 Industry Symposia" in order to avoid any confusion with the official scientific programme.

Companies are not allowed to use the EULAR corporate logo under any circumstances.

b. Onsite promotion

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.

In agreement with the applicable laws regulating restrictions for promotional activities in the context of medical events, prescription medicines advertisements will not be allowed on satellite symposia advertisements, posters and invitations displayed/distributed at the congress.

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.

9. 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 Office.

Not affected by 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 may not be distributed inside the EULAR Media Centre. In agreement with the applicable laws regulating restrictions for promotional activities in the context of medical events, product information concerning prescription medicines may not be distributed outside the commercial exhibition area.

The use of the EULAR name and congress in any fashion 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 Office.

Unauthorised 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.

10. INTERNET PUBLICATION OF MATERIAL

The guidelines for press, media and publications are likewise applicable for the publication of material and

information on the internet.

11. 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 may not contain more than 40 percent product placement.

12. 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.

13. LEGAL ISSUES

Each contract partner is responsible for the material and information they make available at the congress. Contract partners and their mandated organisations may only present material and information which has been approved by their legal departments and which is in compliance with the legislation of the host country of the congress and with any other relevant legislation.

Contract partners must address any legal issues and any conflicts amongst them directly among themselves as EULAR will never intervene or arbitrate any legal issues or conflict amongst its contract partners.

14. 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 the EULAR
- Once the alleged violation has been duly considered by the EULAR Office, a representative of the relevant company will be invited to present the company's view. The decision on appropriate measures will be taken by the EULAR Steering Group. Their decision is final and binding.

15. OTHER RELEVANT DOCUMENTS

Further to this "EULAR Code of Practice", the following documents are applicable. They are available from EULAR and can be downloaded from the EULAR Congress website.

- EULAR Partnership and Investment Opportunities (PIO) Manual
- EULAR Abstract Embargo Policy
- Licence agreement EULAR 2021 e-Congress.
- Licence agreement EULAR 2021 physical Congress.
- EULAR Press and Media Rules and Regulations document
- EULAR Meeting Regulations

16. OFFICIAL CONGRESS COMMUNICATION

Note that all official emails related to EULAR 2021 need to be sent to an e-mail address ending in @eular.org, except for housing related matters? Please find the main contact email addresses below:

Registration congress.reg@eular.org

General Communication / Account activation congress@eular.org

Abstracts congress.abs@eular.org

Programme congress.prog@eular.org

Partnership and Investment sponsorex@eular.org

EULAR Congress system - Technical Support techsupport@eular.org

17. GLOSSARY

Exhibitor

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

Contract partner

A company buying services at a EULAR Congress

Official scientific programme hours / Duration of the congress

Those published by EULAR. Relevant is the congress website www.congress.eular.org, usually:

- Wednesday 13:00 – 20:00
- Thursday and Friday 08:00 – 19:00
- Saturday 09:00 – 15:00

The congress platform and content will be available until 5th July 2021 23.59 CEST. The licence agreements and enclosed embargo rules apply until then.

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 congress website: www.congress.eular.org. Included are

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

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