



Code of Practice between EULAR and the health care industry and / or commercial companies

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 on-demand access, after the live congress days). These meetings are important events for the presentation and exchange of up-to-date scientific data and continuing medical education 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 health care industry and / or commercial companies 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.

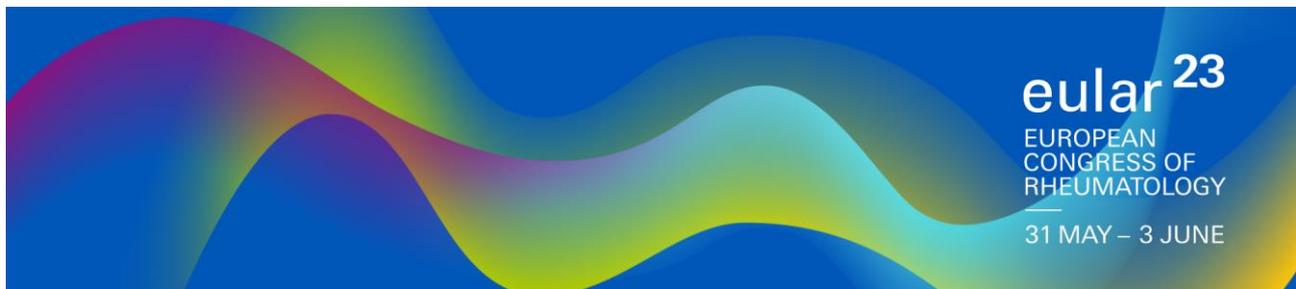
Health care is mostly provided by public agencies and is more and more carefully observed by and subject to remark by public commentators. It is essential that the mutual relationships between scientific and medical practitioners and commerce at these events is appropriately balanced and needs to be professionally managed by all parties and fully transparent to the public. This responsibility lies with all involved parties.

For these reasons, the European Alliance of Associations for Rheumatology (EULAR) has developed the 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 European Congress of Rheumatology (EULAR Congress).

It is important that the health care industry and / or commercial 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. Consequently, commercial activities must be strictly separated from the scientific programme.

For 2023, EULAR decided to hold the EULAR Congress onsite in Milan. Complying with international, national and local health and safety regulations, EULAR 2023 will allow people from all across the world to physically access latest science and scientific data and also enjoy some opportunities for interaction. And the content of the live days will be recorded and put on-demand for later educational consumption.

In case health and safety as well as travel regulations change, EULAR will try (if still possible) to adapt the implementation of the onsite congress into a fully virtual congress to ensure continuity of our scientific and educational goals in the field of rheumatology.



1. ORGANISATION

The overall responsibility for the EULAR Congress lies with EULAR. Part of the logistical and infrastructural organisational work may be delegated to a third-party company.

2. PARTICIPATING COMPANIES

Companies involved in the health care industry and / or other commercial companies can become partners in the congress. To facilitate this, EULAR publishes a set of services including prices on the website www.congress.eular.org under the tab “Industry partners” – “Exhibitor Resources” [https://congress.eular.org/partnership_and_investment_resources.cfm], transparently available to any interested party.

By 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 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 approved contact persons, officially mandated by the contract partner.

Each contract partner is responsible for the material and information they make available at the EULAR Congress.

3. ALLOCATION OF EXHIBITION SPACE, SATELLITE SYMPOSIA and other SPONSORSHIP ITEMS

Exhibition space, satellite symposia and other sponsorship items will in priority be allocated to corporate members according to the ranking and subsequently to other health care industry and / or commercial 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.

4. CONGRESS

a. 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 forbidden.

b. On-demand platform



The on-demand platform is the place for delegates to re-watch recordings of the EULAR 2023 Milan for educational purposes. The access can be categorised by either with satellite symposium content or without.

c. EULAR Networking

The EULAR networking function aims to match peoples' areas of interest and knowledge and to foster broader communication of the same. It is designed to share contacts, accept contact requests and connect with accepted contacts via chat or video-communication functions. This function is only available on the EULAR Congress App.

d. Licence Agreement (webcasting policy)

The speakers and chairpersons appearing in a satellite symposium need to sign a licence agreement (webcasting policy) that grants to EULAR the worldwide, perpetual right to use, share, copy, store, archive and redistribute the content in any medium or format. The license is exclusive until the first Monday following the end of the EULAR Congress at which the satellite symposium is scheduled.

e. Poster viewing/guided poster tours

The published time slots for poster viewing / poster tours are officially part of the Scientific Programme. They are published in the final programme and on the EULAR Website. Poster tours may only be organised by EULAR to the exclusion of any other party. Company organised events, meetings and activities involving delegates are not allowed during these times, with the exception of Consult-the-Expert sessions.

f. Satellite Symposia / Consult-the-Expert sessions - general

Satellite Symposia are to be held onsite in Milan with an onsite audience, must take place at the congress centre during the official time slots offered by the organisers (see website).

Consult-the-Expert sessions are to be held onsite in Milan with a maximum of 25 participants attending. Attendance is subjected to a first come first serve basis, and the EULAR Congress App can guide the eligible delegates to enter the commercial exhibition area where the sessions would take place.

Companies holding a satellite symposium or Consult-the-Expert session outside the congress centre and/ or outside the official slots will be fined with the amount equivalent to the highest priced satellite symposium 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.

Satellite symposia held by the contract partners will have, as their main objective, the communication of scientific material, which will enhance the knowledge of attending health care professionals. Material inducement or publication of a reward to attend the satellite symposium and/or Consult-the-Expert session is not allowed. Contract partners may send special invitations to delegates but no



reward to participants is allowed for attending a satellite symposium and/or Consult-the-Expert session. It is not permitted to prevent delegates who are eligible to access content from attending a satellite symposium and /or Consult-the-Expert session unless prohibited under applicable legislation.

At least 60% of the programme of a satellite symposium or Consult-the-Expert session 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 and Consult-the-Expert programme must be submitted to the EULAR Office 15 weeks prior to the EULAR Congress (**19 February 2023**) and must be approved by EULAR (no response within 21 days implies assent).

Each contract partner is responsible for the compliance of the material and information it makes available at the EULAR Congress. EULAR will inform in due course about the precise categories of persons that have access to satellite symposia, Consult-the-Expert sessions and exhibition on the EULAR Website (<https://congress.eular.org/registration.cfm>). Patients and patient representatives are not allowed to have access to those. Patients' statements recorded prior to the EULAR Congress may only be shown and used in line with the legislations of the patient's home country and any applicable 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 any applicable 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 has the responsibility to oversee that the messages and conclusions presented are based on available scientific data. The contract partner must inform the chairperson(s) of this responsibility. In addition, the contract partner and the chairperson are jointly responsible for adhering to the assigned time slot.

g. Give-aways and printed material

It is the contract partners' responsibility to adhere to any restrictions and/or limitations which may be applicable according to any applicable legislation.

h. Space integrity/promotional activities

Contract partners are prohibited from publicising, distributing, canvassing, and/or maintaining any activities, inducements, demonstrations, materials, or displays outside the agreed format approved by EULAR.

i. Product disclaimer

In no event does EULAR endorse any product or service of any contract partner or any healthcare industry and / or commercial company.

EULAR reserves the right to refuse applications of any healthcare industry and / or commercial



company 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 EULAR Congress, or due to violation of the Code of Practice by the contract partner.

Given that all material presented within the remit of the EULAR 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.

5. RECORDING/BROADCASTING

a. Recording

Recording of any session at the EULAR Congress may only take place with prior authorisation from the EULAR Press Office (whether press, scientific or industry).

Contract partners must seek permission from the EULAR Office to conduct any recording or picture taking (including screen shots) of the content displayed during EULAR Congress. Unauthorised recording or picture-taking (including screen shots), is prohibited. The EULAR Logo and/or EULAR Congress branding may not be used.

To request authorisation, please email: press@eular.org.

b. Broadcasting

Presentation of a satellite symposium or a session to a public or closed audience outside the Congress Platform during the official time slots offered by EULAR is prohibited in any way until the first Monday following the end of the EULAR Congress at which the satellite symposium is scheduled (please see the website for the date and time of the end of the EULAR Congress). Consult-the-Expert sessions cannot be recorded nor live streamed.

In the event of infringement, EULAR can request a liquidated damage in the amount of the highest priced satellite symposium slot or the highest priced top sponsor package, respectively. Furthermore, EULAR may decide to no longer invite the contract partner to participate at the two congresses to come. EULAR may also close the company profile.

c. Filming

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 communication. 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 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 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: press@eular.org.

6. ONSITE CONGRESS - EXHIBITION

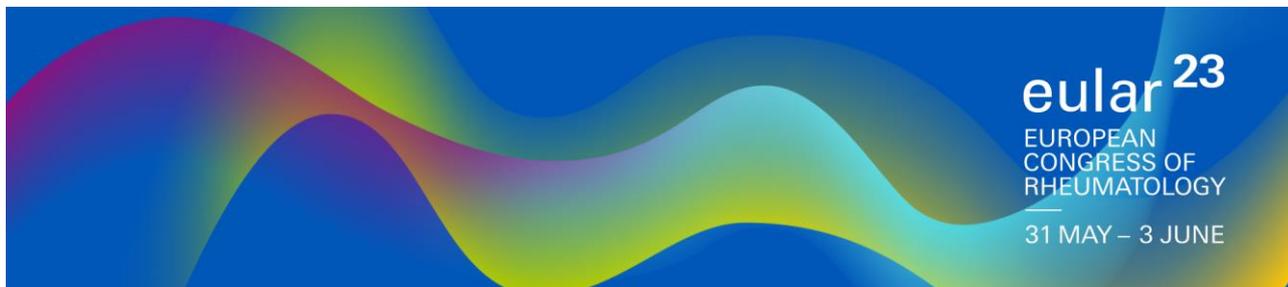
a. Use of rented space & height limitation

The **Exhibition Technical Manual** provided for contract partners as well as local regulations 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 onsite 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.

b. 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 the organisers.

c. Stand activities



Press briefings at the stand are not allowed during the official scientific programme activities (scientific and educational sessions, poster tours and posters viewing, satellite symposia). 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 EULAR for approval. Stand activities such as quizzes, contests, etc. can take place throughout the exhibition opening hours with a limitation of 8 simultaneous participants.

d. Alcoholic beverages

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

e. 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.

f. Exhibitor's participating 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.

7. ONSITE CONGRESS - NETWORKING

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. Transportation to networking events must not depart during the congress programme hours. Networking events organised 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.

8. ADVERTISING AND PROMOTION DURING THE CONGRESS

a. Online promotion

Each contract partner is entitled to use the official EULAR Congress logo as well as the official hashtags #EULAR2023 #EULAR2023congress on invitations and promotional documents related to the approved satellite symposia, Consult-the-Expert sessions and booth presence. Neither any



contract partner nor any healthcare industry and / or commercial company is allowed to use the EULAR corporate logo under any circumstances.

Satellite symposia programmes and invitations may be distributed. Each contract partner will ensure that all company publications referring to satellite symposia mention: “EULAR European Congress of Rheumatology 2023 Industry Symposia” to avoid any confusion with the official EULAR Scientific Programme.

b. Social Media

The intention at EULAR 2023 is to facilitate the sharing of content within the scientific, health professional and patient communities while still respecting the copyrights and intellectual property of the presenters. In order to achieve these important objectives, EULAR has developed guidelines below.

EULAR will allow delegates to take photographs within the scientific, health professional and patient sessions and share on social media for the purpose of disseminating educational content to the academic community. However, as an exception to the rule stated above,

- Presenters have the right to request no photographs during their session; presenters will place an icon on slides/posters where photographs for social media sharing is NOT permitted.
- Presenters have the right to request no photographs of their posters presented at the congress; they will include an icon on their poster to demonstrate their request. Please strictly respect the wishes of the presenters should they not allow picture-taking.
- The recording of presentations/sessions is not allowed in any way (neither image, nor sound).
- Live streaming of presentations/sessions is not allowed in any way (neither image, nor sound).

The integration or placement of the EULAR Congress logo, EULAR logo and all other EULAR branding visuals without permission is strictly prohibited. Penalties will be applied when violation occurs.

9. COMPANY MEETINGS, PRESS, MEDIA AND PUBLICATIONS

Press conferences, briefings of any kind or similar group events organised directly or indirectly by the contract partners may not be organised during the official Scientific Programme hours. All such events with groups larger than 8 participants need the prior approval by EULAR.

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 at any time during the EULAR Congress.

Press releases of health care industry and / or commercial companies are bound to the EULAR Abstract Embargo policy.



The use of the EULAR name and EULAR 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 recording of the Scientific Programme or any part of it is not allowed. Press and media interviews can be arranged on request 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. LEGAL ISSUES

Each contract partner is responsible for the material and information it makes available at the EULAR 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 any applicable legislation.

Contract partners must address any legal issues and any conflicts amongst them directly among themselves as EULAR does not intervene or arbitrate any legal issues or conflict amongst its contract partners.

12. EULAR CODE OF PRACTICE ENFORCEMENT

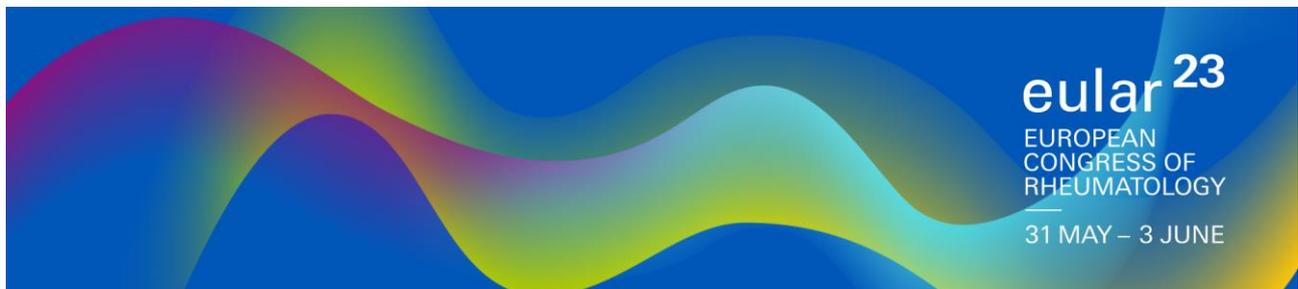
All contract partners must comply with the Code of Practice and general congress guidelines. Penalties will be applied when violations occur.

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

- Alleged violations will be reported to the EULAR Office.
- Once the alleged violation has been duly considered by the EULAR Office, a representative of the relevant health care industry and / or commercial company will be invited to present their view. The decision on appropriate measures will be taken by the EULAR Presidency. Their decision is final and binding.

13. OTHER RELEVANT DOCUMENTS

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



and the tab "Resources"

- EULAR Abstract Embargo Policy
- Licence agreement EULAR 2023 Virtual Access / Congress
- EULAR Press and Media Rules and Regulations document
- EULAR Meeting Regulations

14. OFFICIAL CONGRESS COMMUNICATION

Note that all official emails related to EULAR 2023 need to be sent to an e-mail address ending in @eular.org. 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



Official Scientific Programme hours / Live EULAR Congress days / Duration of the congress

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

Live EULAR Congress days and times:

- Wednesday 31 May 2023 13:00 – 20:00 CEST
- Thursday 1 June and Friday 2 June 2023 08:00 – 19:45 CEST
- Saturday 3 June 2023 09:00 – 15:00

Included are:

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

The ON DEMAND Platform and content will be available until 31 July 2023 23.59 CEST.

Congress programme hours

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

Included are:

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

Kilchberg / Zürich, October 2022

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