

# Geographic Location




Geographic  
location

- Principle: NOT the main attraction
- Requirements:
  - In or near a city, scientific or business centre, conducive to knowledge
  - Central location
  - Ease of access
  - In addition, consideration of the seasonality
    - If the location is predominantly a touristic or holiday destination, it may still be considered non-compliant

# Conference Venue



Conference  
venue

- Principle: Venue conducive to the exchange of scientific and medical information and the transmission of knowledge
- Requirements:
  - Appropriate conference facilities
  - The image of the venue among the public, media and authorities cannot be perceived as luxury, touristic/holiday and/or entertainment/leisure facility
  -  Spa and hotel resort, hotels with beach access, on-site casino, hotel with golf, cruise ship, not allowed
  - When offering the proper conference facilities for an Event, museums and stadiums can be compliant
    - Not the main attraction
    - Separate entrance
    - No free or discounted tickets in the registration
    - For stadiums, no concurrent leisure event

# Hospitality and Registration package

Will be reviewed  
under one criteria



## Hospitality and Registration Package

- Principle: The **registration fees** for participants should cover only the scientific programme, authorised activities and modest and incidental hospitality.
    - Hospitality covers accommodation, meals/breaks, networking events/get together and (welcome, closing, gala dinner, party ...) receptions included in the fees
  - Requirements:
    - Hospitality should be modest and incidental and limited to reasonable hotel accommodation, venues and meals
    - **Spouses, partners, family and/or guests** should not benefit from hospitality sponsored by MedTech Europe members
    - **Social programme:**
      - Must be outside of the programme schedule and
      - Must be paid for separately by the HCP delegates when includes any entertainment
      - This information must be made clear in the programme or website of the Event
-  Tablets or any other form of gift are not compliant.
-  Childcare services may be available on site to delegates but this service must be charged separately.

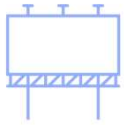
# Hospitality and Registration package - entertainment



## Hospitality and Registration Package

- Entertainment may not be funded by the industry
- In cases where a separate fee is paid by the HCP:
  - The fee has to be clearly mentioned on the website/registration form/programme
  - The fee must be at market value (reasonableness)
  - *Even when a fee is paid*, if the entertainment is deemed as potentially damaging the industry reputation due to a luxurious, extravagant, memorable hospitality, the event will be assessed as not compliant
    - e.g. concert with Kylie Minogue, high profile football match, access to Michelin-star restaurant with long waiting list

# Communication



## Communication

- Principle: Advertising support should highlight the scientific nature of the programme content.
- Requirements:
  - A valid link to the official Event website
  - Only practical travel information (how to reach the conference venue or where to find accommodation)
  - No focus on touristic visuals of the destination (landscape, landmarks, monuments) but focus on the scientific/therapeutic area relating to the Event.
  - No material promoting the destination of the Event (tourism pictures or information)
  - No reference to any temporary events (temporary exhibition, sport competition, ...) taking place at the Location.