

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

- 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.

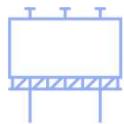
 Childcare services may be available on site to delegates but this service must be charged separately.

Hospitality and Registration package - entertainment



- 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.