



# **EAACI Guidelines for Industry Participation @ Congresses and Events**

# EAACI Guidelines for Industry Participation (Code of Practice)

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 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 Academy of Allergy and Clinical Immunology (EAACI) has developed the “EAACI Guidelines for Industry Participation” which governs the relationship between the organisers of EAACI’s congresses and the involved industry representatives in the preparation of, during and after each of its congresses. It is important that the pharmaceutical and medical devices companies participating in all EAACI congresses and any other international scientific meetings under the jurisdiction of EAACI understand that the objective of such manifestations is to advance and enhance science in the field of Allergy and Immunology. Consequently, commercial activities must not exceed what is deemed acceptable.

These Guidelines will guide you through the necessary steps that will confirm your participation at EAACI Congresses. The document is organised by activity to allow you to concentrate on specific areas of interest to your organisation. Please read this document carefully and share it with the relevant colleagues and agencies involved in the organisation of your Congresses activities.

Please note that a successful application for participation at EAACI Congresses implies an acceptance of the requirements contained within these EAACI Guidelines for Industry Participation, the complementary EAACI Guidelines as well as any updates posted on [www.eaaci.org/sponsorship](http://www.eaaci.org/sponsorship).

The EAACI Sponsor Online Platform (ESOP): [www.eaaci.org/sponsorship](http://www.eaaci.org/sponsorship). This web address should be a key reference source to help you with your preparations. The website is also organised by activity to allow you to address your company’s key areas of concern. The website will provide you with updates, application forms, key dates, unmissable information, technical specifications and much more... Bookmark it now!

Each exhibitor is responsible for sharing the link to the EAACI Sponsor Online Platform (ESOP) with their agencies or contractors and providing them with the necessary information for exhibition preparations.

## GENERAL RULES GOVERNING EAACI ONSITE AND ONLINE CONGRESS & EVENTS

### **Congress online platform server location**

The EAACI Congress online platform is built on various components. The main EAACI website is located in Switzerland. The videos and streamed are managed from multiple servers based throughout Europe (to be able to distribute content efficiently and effectively). All components are served to the end user through a content delivery network (CDN) to ensure high availability of the content across the world.

### **CME and Accreditation**

EAACI digital congresses are submitted to the European Accreditation Council for Continuing Medical Education (EACCME®) for accreditation. EACCME® has recognition agreements with USA and Canada for ECMEC® conversion. For further information please refer to the EACCME online resources.

### **Blackout times and parallel activities**

We kindly ask that all our Industry Partners refrain from holding parallel activities which are not linked to a dedicated EAACI Congress or events or do not reference it. It is in our best and common interest to retain the focus of the profession during the EAACI Congress and events. During the congress or event period, the EAACI does not allow any corporate-organised Industry Partners official sessions or similar events to take place on other days and in other places except for the official Industry Partners dedicated sessions taking place during a dedicated EAACI Congress or event.

We thank you in advance for following these recommendations which will help optimise the collective gathering of the global Allergy and Immunology community throughout the EAACI Congress and Event. For more detailed information please review “EAACI Congress blackout times - External meeting guidelines”.

### **Security**

Special attention should be paid to theft within the Congress grounds. During build-up, public opening hours and breakdown, the EAACI is responsible for the general security of the congress grounds and access control. This security does not under any circumstances cover exhibitors' goods or belongings. Therefore, the EAACI and the congress' and event venues accept no liability for the theft of materials or objects left on the stands, lecture rooms, meeting rooms, practical tutorials rooms and industry welcome desks, etc... nor of belongings which are the private property of exhibitors, their employees or persons reporting to them.

### **URLs to external website**

Out of respect for our fellow sponsors, we request that all URLs direct visitors to pages which may be consulted by the EAACI at any time. You may share the link to your corporate website or to your virtual booth for instance, however you must refrain from redirecting visitors towards external activities which are outside of the EAACI scope such as external sessions or activities which could have been held on the online EAACI Congress or event. The EAACI reserves the right to remove your URLs from the EAACI platforms if such promotion of external activities were to be found, with immediate effect. Abiding by this rule will ensure most delegates remain on the sole online EAACI Congress and events for its educational content and resources, which will benefit all parties involved.

### **Online Congresses audience leads and analytics**

The EAACI is committed to provide post-event analytics as well as lead extraction and consultation for specific products related to Exhibition, Sponsored Sessions, Sponsorship & Advertisement activities. Reports, analytics, and leads may be provided directly by the EAACI or by its official suppliers. Unless specified otherwise, the data will be available 15 days after the event for the Live report or the final report.

### **Delegate personal data**

Please refer to the EAACI [Privacy notice](#) on [eaaci.org](http://eaaci.org)

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The following guidelines should be adopted:

## ORGANISATION

The overall responsibility for all congresses of the European Academy of Allergy and Clinical Immunology (congress) lies with the European Academy of Allergy and Clinical Immunology (EAACI). 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 EAACI for all delegated activities. At this time, EAACI has mandated the following companies:

- CYIM – EAACI Scientific Secretariat Services
- Fairexx – Shipping and freight
- Bnetwork – Housing and Accommodations

## PARTICIPATING COMPANIES

Companies involved in the health care industry can become partners in several of EAACI's congresses. For this, the EAACI and their associated PCO's publish a set of services including prices on the "EAACI Sponsorship Online Platform" (ESOP), 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 "EAACI Guidelines for Industry Participation". It is also the contract partner's responsibility that its subcontractors adhere to all rules and regulations. All listed PCO's in this document as well as EAACI will communicate only with clearly identified third party companies, officially mandated by the contract partner and registered on the ESOP. Requests received from third party companies (i.e. communication and press agencies) which are not registered on the ESOP or cannot present a letter of authorisation by the contract partner will not be answered.

## EXHIBITION

The technical and scientific display of current and future healthcare practices, goods and services relevant to the field of Allergy and Immunology. The exhibitor refers to any person, firm, company or corporation and its employees and agents to whom space(s) have been allocated for the purpose of exhibiting at the 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 Allergy and Immunology are deemed inappropriate under this "EAACI Guidelines for Industry Participation".

## GENERAL RULES GOVERNING THE EAACI CONGRESS EXHIBITIONS

### *Congresses and exhibition layouts*

The EAACI reserves the right to deviate from the stand confirmation and to allocate a stand in a different location at any time, to alter the size of the stand, to re-locate or close entrances and exits

on the exhibition grounds and/or in the congress centre and to carry out any other structural alterations providing it has a substantial interest in such measures.

Alterations to the agreement will only be made after mutual consultation. If in such cases the interests of the exhibitor are unreasonably impaired, he/she may withdraw from the contract in writing within one week after receipt of notification of the type of alteration. EAACI accepts no responsibility for any damage which may result from such changes.

EAACI will contact the company in writing to inform them of any change to their assignment. Modifications to a stand assignment do not entitle a company to a refund.

#### *Conditions to hold an exhibition space*

Organisations renting an exhibition space are in effect purchasing a license to exhibit their products and services within a controlled environment and the constraints detailed in these EAACI Guidelines for Industry Participation. In the event where the products and services exhibited differ from those declared on exhibit applications, or where a breach of these Guidelines has taken place, a company's license to exhibit may be withdrawn. In such cases, no financial compensation will be offered, and EAACI's decision will be considered final.

EAACI reserves the right to refuse admittance of inappropriate or non-allergy and immunology related products or services to the exhibitions unless they are deemed to add value to the congress experience for delegates by EAACI.

#### *Assignment of space*

EAACI annual congress exhibition space will firstly be allocated to EAACI Founder Sponsors and secondly to all other companies. The allocation of Sponsor companies is managed through an attribution (ranking) process.

All other EAACI events exhibition space is allocated on a first come, first served basis.

Further details of the attribution process are outlined in an online attribution process document for sponsors (Corporate partners) of EAACI. Corporate partnership information is available from the EAACI Customer Relationship Specialist on request.

#### *Booking procedure*

Application is made through the EAACI Sponsor Online Platform: [www.eaaci.org/sponsorship](http://www.eaaci.org/sponsorship)

By accepting the terms and conditions of the online order form on the ESOP, this constitutes establishment of the contract between the exhibitor and EAACI. Once an order is "pending" on the ESOP, the sponsor will be placed in a queue (based on the attribution/ranking process) and a floor plan will then be sent to the exhibitor with a request for a space preference. Once allocation of the exhibition space is agreed by both parties, the ESOP order will be changed to "approved" and a confirmation followed by an invoice will be sent to the exhibitor by email only. Should the stand assignment confirmation differ from email confirmation, the details of the stand assignment prevail unless the exhibitor protests in writing within two weeks of the date indicated on the stand assignment.

#### Appointed agency

- Exhibitors are responsible for their approved agencies appearing in their ESOP company profile, which is appointed to conduct its affairs. Requests from unknown agencies will not be taken into account.
- Either the sponsoring agency or sponsoring Industry are permitted to order stand spaces through the ESOP. All sponsoring Industry must have an ESOP to be allocated stand space.
- If the named agency is permitted to fully act as if it were the company itself, the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- EAACI has created EAACI Guidelines for Industry Participation as an essential tool on how to host Industry activities. All appointed agencies are required to read these mandatory Guidelines and all other documents posted on [www.eaaci.org/sponsorship](http://www.eaaci.org/sponsorship) website in order to have a proper working relationship with EAACI. Sponsors are responsible for communicating these guidelines to staff and appointed agencies.
- EAACI reserves the right to inform the sponsor if the appointed agencies have not read or understood EAACI Guidelines for Industry Participation so that companies may ensure smooth communication is re-established.

#### Conditions of sale

- Once an order form is submitted on the EAACI Sponsor Online Platform (ESOP) by an authorised company representative/agency, only then will it be taken into consideration. Failure to submit through the ESOP will result in loss of product and priority position.
- An order is considered final and subject to payment and cancellation fees once this submission has been submitted and accepted through the ESOP by EAACI.
- Companies are invoiced for the requested service upon once the submission is accepted. Precise and definitive accounting information must be provided on that ESOP that is sent to the company following the acceptance of the order. EAACI cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address).
- On time payment of an exhibition space is essential to secure stand assignment.
- Stand assignments are cancelled automatically if stand rental has not been paid within the given payment period.
- EAACI acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.
- For all payment, invoicing and cancellation information, please refer to the EAACI Terms and Conditions available on the ESOP.

#### Subtenants and other represented companies

Sharing the allocated stand area with another company, regardless of whether this company is represented by its own staff (subtenant) or only by its own exhibits (represented company), is not allowed. This also applies to companies with products or services aligned to a registered exhibitor. In such an instance, where a registered exhibitor wishes to exhibit in association with another organisation, EAACI will endeavour to offer additional exhibit space, where available, under normal conditions of sale.

Where an exhibiting organisation has multiple corporate identities but shared ownership, the organisational relationship must be made clear to delegates (e.g. a corporate ownership statement



must be displayed on the stand). Transfer - even in part - of the rights and obligations arising from the order to third parties is not permitted.

Sub-renting the space to another company or any other third party is not allowed.

### Stand Activities

'Meet the Expert' sessions or 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 the EAACI for approval. Stand activities such as quizzes, contests, 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 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.

### Recording

Filming may ONLY take place in designated filming areas with prior authorisation from the EAACI 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 EAACI Press Office to obtain a badge. Industry are required to seek permission from the EAACI 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 email address needed. Industry are permitted to film within their own hospitality suite providing this is not visible to other delegates and the EAACI logo and/or EAACI congress branding is not used, but prior authorisation must be sought from the EAACI 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 the organisers (Interplan) 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 EAACI Logo and/or EAACI 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 EAACI 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: [communications@eaaci.org](mailto:communications@eaaci.org).

### 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 EAACI. 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.

### Retail Sales

Retail sales of exhibitor goods must be requested and approved in writing by EAACI at the time of contract. Any exhibitor not providing EAACI with advance written notice of the intent to conduct Retail Sales at EAACI Congresses may have their booth closed by EAACI at any time.

Retail sales must be limited to individual professional use and only for items of medical profession intention. These items must not be intended for resale or distribution to customers or patients.

Exhibitors must purchase booth space of sufficient size to accommodate their visitor volume. EAACI reserves the right to require retail Exhibitors to maintain a minimum booth size to ensure that all attendee interactions and commercial transactions occur within the perimeter boundaries of the exhibit booth.

### NOTE

- To maintain a professional atmosphere, cash sales should be handled discreetly and appropriately.
- EAACI reserves the right to close retail booths if surrounding booths are disrupted by cash sales activity or at the discretion of EAACI.
- If a retail product cannot be hand carried by the purchaser, then shipping arrangements must be made.
- Retail sales exhibitors are responsible for all pertinent business licenses, certificates, sales permits and taxes required by the hosting country.
- All sales, dispensing and/or delivery of pharmaceutical products of any kind are strictly prohibited. Violation of this rule will result in the immediate termination and closing of the offending exhibit. The exhibitor will also forego any and all monies paid to EAACI and all accrued allotment points. It is at the sole discretion of EAACI to prohibit participation to future EAACI Congresses by offending Exhibitors.

### Catering

Exhibitors may not bring their own catering into the venues. All perishable goods (coffee, tea, milk, sugar, fresh fruits...) necessary for the service of hospitality on stands should be ordered from the official caterer. Exhibitors may not sell food or drink for consumption on the premises. Serving alcoholic beverages on stands is strictly forbidden.

When offering catering to delegates through the official caterer, exhibitors are encouraged to guarantee a healthy and balanced catering offer for delegates. No hot/warm food options should be distributed by the sponsor that potentially could disturb delegates (i.e. certain odors etc).

#### Alcoholic beverages

Serving of alcohol at the congress is not permitted at any time, except during the EAACI Networking/social events and by EAACI only.

#### Logistics

##### *Transport regulations/handling*

The official freight forwarder for EAACI Congresses is:

Fairexx and is referred to as such in this document unless stated otherwise.

Official Freight Forwarder Email:

Within the limits of the venues, the Freight Forwarder and its agents act with the authority of EAACI on its behalf in matters concerning vehicle logistics & security, freight forwarding, freight lifting and storage of goods.

##### *Loading/unloading*

Only authorised vehicles contracted from the official EAACI logistics provider may work within the loading bay or exhibit hall. Using non-authorised vehicles within halls is considered a serious breach of the EAACI Guidelines for Industry Participation will result in an EAACI violation procedure. Motorised vehicles, pallet trucks or any form of trolley are strictly forbidden within the exhibition areas during the congress opening times.

#### 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. It is important that all companies inform EAACI whether they are planning on having prescription-only products or not at their booth so that EAACI are able to mark the booth accordingly in the floorplans. This is to comply with European and local laws/regulations.

##### *Mobile Elevating Work Platforms (MEWP)*

Mobile Elevating Work Platforms such as mobile vertical scissor lifts and mobile booms/cherry pickers can be hired with or without a driver.

When hiring without a driver the operator must have attended a recognised operator training course and provide a certificate, card or licence, i.e. IPAF's Powered Access Licence or equivalent (ISO 18878:2013), clearly stating the categories of MEWP the bearer is trained to operate. Anyone working within a MEWP must be competent and trained in working at height.

Appropriate PPE (Personal Protective Equipment) must be worn while operating and working within a MEWP, subject to a risk assessment carried out prior to the commencement of work.

### *Customs, taxes and duties*

Exhibitors must pay the various taxes and duties due from taking part in the EAACI Congresses exhibitions. Deliveries are charged according to size to exhibition stands. To ensure that your consignment is tracked please inform the Freight Forwarder before dispatching it.

### *Mechanised unloading*

Note as the official logistics provider to EAACI Congresses, all mechanised unloading within the fairground must be performed by the Freight Forwarder. In the case of goods requiring specialised handling/customised vehicles for carriage, this should be co-ordinated by the Freight Forwarder.

### *Delivery address*

The address for all deliveries will be made available in the freight forwarder manual available online. Note that this will be the only delivery address to be used for consignments delivered direct to venues. Venue representatives are not entitled to receive goods on behalf of exhibitors.

### *Goods collection*

Where goods are to be collected or stored awaiting collection by a third party it is important that a trackable order is obtained for the service in advance. It is also vital that the goods are attended until they are taken into custody of the third party. Unattended goods often go missing.

### *Storage*

Empty packing cases must be removed from the exhibition halls by communicated deadlines. Exhibitors should therefore make prior arrangements for the safekeeping of such items with the appointed official forwarder and lifter or with their own shipping agent. Storing materials in the spaces behind or close to stands not rented by the exhibitor is strictly forbidden.

Storage on stand is limited to daily basis used. Depending on EAACI Congresses extra storage could be considered but must be approved by EAACI and venues' Health & Safety Dept.

All packages should be stored in rented areas. Any packing found outside of rented areas by communicated deadlines will be removed by the Freight Forwarder at the exhibitor's expense.

### Note

Depending on availability, EAACI may not be able to provide storage areas for hire near the exhibit area (at same rate as stand space). To check availability, please contact the EAACI. Otherwise, the request will be forwarded to the official Freight Forwarder.

### *Product disclaimer*

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

### *Exhibitors participation in sessions*

Participants registered as exhibitors will not be permitted to attend scientific sessions at the EAACI 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. EAACI reserves the right to refuse applications of companies not meeting or not having met in previous occasions the standard requirements or expectations. EAACI 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 “EAACI Guidelines for Industry Participation” by the contract partner.

### Technical Guidelines and Specifications

Please refer to the Exhibition Technical Guidelines or Industry Symposia Technical Manual available in due time.

## INDUSTRY SPONSORED SESSIONS

Scientific sessions held by the pharmaceutical or medical technology 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 industry sponsored session. Delegates may of course be sent special invitations but no reward to participants is allowed for attending a symposium. It is not permitted to prevent delegates from attending a symposium unless there are legal requirements imposed by the host country of the event. Symposia slots will first be allocated to EAACI Founder Sponsors and secondly to all other companies. The allocation of Sponsor companies is managed through an attribution (ranking) process. Further details of the attribution process are outlined in an online attribution process document for sponsors (Corporate partners) of EAACI. Corporate partnership information is available from the EAACI Customer Relationship Specialist on request. At least 60% of the programme of a Industry Sponsored 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 symposium programme must be submitted to the EAACI Scientific Programme Committee (EAACI Secretariat or through the PCO) 15 weeks prior to the congress and will need to be approved by the EAACI Steering Committee and the chairman of the Scientific Programme Committee (no response within 21 days implies assent). The chairperson of the symposium has a responsibility to oversee that the messages and conclusions presented during the symposia are based on available scientific data. The contract partner should inform the chairperson(s) of this responsibility. In addition, the holder of a Industry Sponsored 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 type and size of the symposium (length of sessions and size of auditorium). All symposia must be held at the congress centre during the official time slots offered by the organisers. Companies holding a satellite symposium outside the congress centre and/or outside the official symposia slots will be fined with the amount equivalent to the highest priced symposia slot, and they will not be invited to participate at the two following congresses. EAACI also reserves the right to close the booth of the contract partner if the company is exhibiting at the congress.

### Satellite Symposia

*What is a Satellite Symposium?*

Satellite Symposia (SAT) allow for the review and discussion of recent trials and ongoing studies with the objective of providing the latest information on new therapies and techniques in allergy and immunology. SAT can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

SAT can be CME accredited. The supporting company is free to choose their CME provider and accrediting body.

*Where do they take place?*

SAT are organised within the congress centre in fully furnished and AV equipped lecture rooms.

*When do they take place?*

Depending on EAACI Congresses, SAT should fit in the standard time unit of a 60-minute.

*What are the costs?*

Please refer to the EAACI Sponsor Online Platform (ESOP) for more information available in due time.

*Lecture room access*

Depending on the EAACI Congresses, and unless arranged otherwise, SAT organisers have access to the lecture rooms, 15 or 30 minutes before their scheduled timeslot. Unless otherwise arranged, SAT organisers must clear the lecture room, 15 or 30 minutes after their scheduled timeslot.

*Lecture room set-up*

Any installations or alterations to lecture rooms may only be made with explicit approval of the EAACI. It is the session organisers' responsibility to select an adequately sized room to accommodate all attendees in their session. The session organiser must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the venues have complete authority to block entrance into the rooms.

## Mini Satellite Symposia

*What is a Mini Satellite Symposium?*

*Company Sponsored Mini Symposia* (MSAT) allow for short expert discussion rounds providing delegates with deeper insights into one special topic on new therapies and techniques in allergy and immunology medicine. MSAT can be organised by exhibiting or non-exhibiting companies and must be open to all registered delegates.

*Where do they take place?*

CSMS are organised within the congress centre in fully furnished and AV equipped lecture rooms.

*When do they take place?*

CSMS are only available at select EAACI Congresses and should fit in the standard time unit of 30-minutes.

### *What are the costs?*

Please refer to the EAACI Sponsor Online Platform (ESOP) for more information available in due time.

### *Lecture room access*

Depending on the EAACI Congresses, and unless arranged otherwise, MSAT organisers have access to the lecture rooms, 15 or 30 minutes before their scheduled timeslot. Unless otherwise arranged, CSMS organisers must clear the lecture room, 15 or 30 minutes after their scheduled timeslot.

### *Lecture room set-up*

Any installations or alterations to lecture rooms may only be made with explicit approval of the EAACI. It is the session organisers' responsibility to select an adequately sized room to accommodate all attendees in their session. The session organiser must plan appropriate staffing and/or security to avoid any problems. If this is not the case, for security reasons, the venues have complete authority to block entrance into the rooms.

## General Rules Governing Industry Sponsored Sessions

### *Booking procedure*

Apply when available on the EAACI Sponsor Online Platform [www.eaaci.org/sponsorship](http://www.eaaci.org/sponsorship)

An application for an Industry Sponsored Session by a company forming a product alliance and exhibiting at EAACI Congresses, does not entitle each sponsor to an exhibitor fee for a session with another topic/product focus. Each sponsor must hold a stand in their own right to avail of this fee for a distinct Industry Sponsored Session not covered by the alliance.

Sub-renting a lecture room or any space allocated to Industry Sponsored Sessions to another company or any other third party is not allowed.

It is possible to co-organise an Industry Sponsored Session and share the acknowledgment with another company in the event that both entities have an official collaboration to conduct researches, develop healthcare practices, goods and service or commercialise products relevant to the field of allergy and immunology. This collaboration must be publicly announced on both partners' websites or through press releases, which can be verified by the EAACI.

Ordering an Industry Sponsored Session on the ESOP constitutes establishment of contract between the sessions' sponsors and the EAACI.

Once an order is "pending" on the ESOP, the sponsor will be placed in a queue (based on the attribution/ranking process) and a draft Industry session schedule with available session times will then be sent to the sponsor with a request for a session preference. Once allocation of the session slot is agreed by both parties, the ESOP order will be changed to "approved" and a confirmation followed by an invoice will be sent to the sponsor by email only. Should the Industry Sponsored Session confirmation differ from email confirmation, the details of the Industry Sponsored Session assignment confirmation prevails unless the sponsor protests in writing within two weeks of the date indicated on the Industry Sponsored Session assignment confirmation.

## Appointed agency

- Sponsoring industries should inform the EAACI, in writing, which agency is appointed for which session, with the corresponding session number. Requests from unknown agencies will not be taken into account.
- Applications for Industry Sponsored Sessions must be submitted by the sponsoring Industry. Correspondence should be made exclusively between this company and the EAACI.
- It is not the role of any agency to make initial enquiries or reservations with the EAACI independently on behalf of the sponsoring Industry.
- The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name by its agency.
- The EAACI has created the EAACI Guidelines for Industry Participation as an essential tool on how to host Industry activities. Each appointed agency must read these Guidelines and all other documents posted on [www.eaaci.org/sponsorship](http://www.eaaci.org/sponsorship) website in order to have a proper working relationship with EAACI. Sponsors are responsible for communicating these guidelines to staff and appointed agencies.
- The EAACI reserves the right to inform the sponsor if the appointed agencies have not read or understood the EAACI Guidelines for Industry Participation so the companies may ensure smooth communication is re-established.

## Condition of sales

- Orders for Industry Sponsored Sessions need to be confirmed by an authorised company representative/agency, only confirmed orders will be taken into consideration.
- Precise and definitive accounting information must be provided on the ESOP. The EAACI cannot reissue invoices for missing or incorrect data (addition of Purchase Order, changes of billing address). Companies are invoiced for the requested service upon confirmation on the ESOP. For the EAACI Congress, Symposia lecture rooms are invoiced after confirmation of the assignment.
- An order is considered final and subject to payment and cancellation fees once this form has been confirmed electronically on the ESOP.
- On-time payment of an Industry Sponsored Session time slot is essential to secure a time slot and lecture room assignment.
- Industry Sponsored Sessions assignments are cancelled automatically if the Industry Sponsored Session fee has not been paid within the given payment period.
- The EAACI acts in good faith and is not liable for refund of contracted services in the case of regulatory or legislative bodies refusing the content of same.

## Assignment of Industry Sponsored Sessions

Depending on EAACI Congresses, EAACI Founder Sponsors are entitled to choose in a first allocation round to determine the assignment of Industry Sponsored Sessions timeslots and/or lecture rooms.

After this initial first round, all other applications of Sponsor companies is managed through an attribution (ranking) process allocated based on the with no guarantee of availability.

- A limited number of lecture rooms are available in the venues.



- Lecture rooms can only be reserved through the EAACI.
- The preferred choice of an Industry Sponsored Session timeslot and/ or lecture room upon application does not guarantee availability.
- Should the assignment of the sponsored session differ from the online order, the details of the assignment prevail.
- Lack of availability of a preferred time-slot and/ or lecture room is not considered as a parameter for a customer refund.
- The EAACI reserves the right to allocate/modify time-slot and/ or lecture room assignments at any time in line with the overall congress requirements or in case of unforeseen matters.
- Due to the limited number of Industry Sponsored Session timeslots, please note the EAACI cannot assure that you will be the only session organiser dealing with the same subject topics during your timeslot or during the same day. A competitive subject topic is not considered as a parameter for a customer refund.

## Preparing Industry Sponsored Sessions scientific programmes

### *Submitting your scientific programme*

The complete scientific programme of Industry Sponsored Sessions must be entered on the appropriate online submission platform provided by the EAACI.

A complete programme includes the following:

- Title of the session
- Scientific Category – chosen predefined list on the EAACI Congresses topic
- Duration of the session – completed by EAACI
- Proposed name(s) of the Satellite Symposia Chairperson(s)/speaker(s)
  - Full name
  - Country
  - Email address
- Title of each presentation with their duration and topic number chosen on the EAACI topic lists

### *Approval of scientific programmes*

The content and scientific programme of Industry Sponsored Sessions must be reviewed and approved by the Chairperson of the Scientific Programme Committee (SPC) who will confirm/ascertain the scientific value of Industry Sponsored Sessions. Approval or suggestions for changes by the SPC Chairperson will be communicated to the Industry Sponsored Sessions sponsors. These recommendations must be taken into consideration.

### *Scientific programme charter*

The Scientific Programme Committee (SPC) expects sponsors of Industry Sponsored Sessions to maintain high overall quality of their sessions with regards to programme objectivity, balance in content and scientific rigor.

### *Session structure*

- Session structure should respect the general organisation of academic sessions i.e. for a 60-minute session, a maximum of five presentations followed by five minutes of discussion are to be planned. As a general rule, no more than four presentations per session are encouraged in order to foster discussions.
- The scientific programme structure should allow adequate time both for presentation and discussion.

### *Session content*

- Session content should focus on the medical and scientific environment in which a drug or a device is being developed. Not all lectures should focus on a specific drug or device. The scientific programme should rather provide a balanced view of the entire scientific field.
- No drug, device, product names, brand names or trademarks are allowed in the session or presentation titles of Industry Sponsored Sessions. Session or presentation titles may contain a generic name. Marketing or journalistic connotations must be avoided. The scientific programme will not be accepted if it is thought to be promotional rather than educational.
- Following a presentation highlighting a potential added value of a drug or device, an open, nonbiased discussion should be organised in order to put the presented facts and results in perspective.
- No abstracts need to be submitted for Industry Sponsored Sessions.
- Sponsors are not allowed to display poster presentations during, before or after Industry Sponsored Sessions.

### *Chairpersons / Speakers / Presenters*

- The role of Chairpersons is to ensure that scientifically balanced information is presented during the scientific programme and that discussions are unbiased.
- Chairpersons should give an introduction at the beginning of the session and summarise the content of the scientific programme at the end.
- Chairpersons and Speakers are expected to be present during the entire duration of the scientific programme and must not be engaged in more than one activity per time slot.
- Chairpersons and Speakers should provide balanced and neutral scientific information.
- Industry Session Chairpersons and Speakers must NOT be paid employees of the organising company
- Chairpersons and Speakers may not participate in two parallel Industry Sponsored Sessions. In this case, the two companies concerned, and the respective Speakers will be informed and requested to resolve the situation. It is the responsibility of the session sponsor to ensure that there is no scheduling conflict for Speakers. The EAACI cannot be held responsible for any scheduling conflict.
- Chairpersons and Speakers should receive the complete programme of the Industry Sponsored Session they are involved in at least one week before the session.
- If the speaker is only making a pre-recording of his/her presentation for an Industry digital symposia and will not be required to be attending a live panel discussion or live chat (text) session, the rules above will not apply. However, all speaker / chair submission must still be submitted for EAACI approval in all cases.

- Additional rules and regulations for speakers may apply to the specific EAACI Congress or event (document titled “EAACI <event name> – Industry Session – Rules and Regulations”). Please consider these in addition to this document.

#### *Session identification number*

A session number is assigned to identify each Industry Sponsored Session.

This session number must be included in all communications with the EAACI. Communications that do not contain this session number will not be treated with the same efficiency.

Industry Sponsored Sessions are announced in all publications as “sponsored by company X”. Session sponsor can use different wording to announce the session on promotional material. EAACI approval is mandatory.

#### *EAACI Faculty management policy*

Faculty involved in EAACI scientific sessions benefit from free registration (specific rules apply).

In most cases, Hotel accommodation, travel expenses and extras remains the responsibility of the Faculty member.

A Sponsor may submit a maximum of three chairperson and five speaker names. Each speaker/presenter may participate in only one Industry Satellite Sponsored Symposia (SAT) and in one Mini Symposium (CSMS) per day during the entire congress period. The speaker and chair submissions will be handled on a first come, first served basis within the respective sponsor categories. Founder Sponsors should not confirm/invite any speakers or chairs until they have received approval via email from EAACI. Should any Industry session speaker/chair invitation clash with an EAACI scientific session, EAACI has priority choice over the sponsoring company session. If a speaker is also speaking in the EAACI scientific programme, the registration fee and the accommodation/travel costs may be covered by EAACI (the level of reimbursement for accommodation and travel depends on the place of residence and activities of the speaker/chair during the EAACI event). The costs for accommodation and registration for all other speakers and chairs are the responsibility of the Sponsor.

### BOOKING AND ALLOCATION OF PRIVATE MEETING ROOM SPACES

#### ADVERTISING AND PROMOTION

##### *Industry 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 15-30 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 with the local European 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.

#### *Publications and other EAACI promotions*

Advertisement of products (product names, product photos, trade names), external links to company webpages (in any form whether hyperlinked, plain text or otherwise) on EAACI promotions, links to pre-registration sites for the Industry symposium, explicit naming of EAACI in the Industry symposium title or description are not permitted.

When mentioning EAACI in any official advertisements/publications, sponsors and partners must always use EAACI's name together with the event or project it pertains to. The following text/sentence structure is recommended to be used in when referring to an EAACI congresses

Examples:

“We are looking forward to welcoming you to Hamburg for the EAACI Annual Congress 2023.”

“We are looking forward to welcoming you to the EAACI Congress 2023.”

“Join our Industry Symposium at the EAACI Congress 2023.”

No restrictions are placed by the organiser of the meeting on what product promotion a company undertakes at their booth. Each company is entitled to decide on this themselves.

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

A company holding an Industry satellite symposium (or symposia) has the exclusive right to organise photos, filming and audio-recording of their Industry symposium. Any such recording requires prior approval by EAACI and/or the PCO. LIVE BROADCASTING Live and/or simultaneous broadcasting of satellite symposia in any way is prohibited unless purchased through an additional EAACI sponsor module package. DELAYED BROADCASTING For sound and image recording of Industry 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 Industry symposium is required to obtain formal acceptance from all speakers in writing and send it to the organisers (EAACI) at the latest 2 weeks before the congress. Any Industry symposia recordings must not be broadcast in any way until the first Monday following the end of the EAACI Congress or event at which the Industry satellite is scheduled. See item 6 below for additional guidelines for Internet publication.

#### *1. Company meetings, press, media and publications*

Press conferences, briefings of any kind or similar group events organised directly or indirectly by the pharmaceutical or med tech industry may not be held in the congress centre and not be organised during the official scientific programme hours (see glossary – black out period). All such events with groups larger than 8 participants need the prior approval by the EAACI 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 “EAACI Abstract Embargo Policy”. Corporate press material may not be distributed inside the EAACI Media Centre. In agreement with the applicable Swiss 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 EAACI 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 EAACI. The official congress logo may be used on invitations for officially approved Industry satellite symposia. It can be requested from the EAACI 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 EAACI press and media agency.

## *2. 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, EAACI expects such publications to be accessible without prior registration to a site, even if the registration is free.

## *3. 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 and med tech industry according to the “EAACI Guidelines for Industry Participation” 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.

## *4. Poster viewing/Guided poster tours*

The published time slots for poster viewing are officially part of the EAACI Scientific Programme. Company organised events, meetings and activities involving delegates are not allowed during these times. EAACI organises poster viewings for the delegates. They are published in the final programme and on the EAACI Website. Poster viewings are exclusive to EAACI. Poster viewings organised by any other entity are therefore not permitted at any time.

## *5. 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 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.

## *6. EAACI Code of Practice enforcement*

All participating companies must comply with the “EAACI 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 one of the official PCO's and/or the EAACI Executive Secretariat.

- Once the alleged violation has been duly considered by the EAACI 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 EAACI Executive Secretariat jointly with the EAACI Executive Committee.

## 7. *Other relevant documents*

Further to this "EAACI Guidelines for Industry Participation", the following documents may be of assistance. They are available from the EAACI and can be downloaded from the EAACI online platforms.

- [EAACI Sponsorship Prospectus](#)
- [EAACI Abstract Embargo Policy](#) – eaaci.org
- [EAACI Press and Media Rules and Regulations](#) – eaaci.org

## GLOSSARY

### **Exhibitor**

A company with a contract to exhibit at an EAACI Congress.

### **Contract partner**

A company buying services at an EAACI Congress.

### **Duration of the congress**

Those published by EAACI. Relevant is the website with all congresses located at [www.eaaci.org](http://www.eaaci.org), usually:

- Friday 9:00 – 17:30
- Saturday 9:00 – 17:30
- Sunday 9:00 – 17:30

### **Official scientific programme hours**

Those published by EAACI. Relevant is the website with all congresses located: [www.eaaci.org](http://www.eaaci.org)

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 EAACI. Relevant is the congress website: [www.eaaci.org](http://www.eaaci.org).

Included are:

- the official scientific programme hours as above
- the satellite symposia time slots (posted on <https://www.eaaci.org/sponsorship>)