



EUROANAESTHESIA GUIDELINES

Code of Practice between Euroanaesthesia and Commercial Organisations

The ESA annual Euroanaesthesia congress is an important international event with thousands of participants. It is a venue for the presentation and exchange of up-to-date scientific data and brings together specialists from many countries to exchange information and experience. It is also an opportunity for commercial companies involved in healthcare to meet with practitioners and specialists in the field. Without the support of pharmaceutical and medical equipment companies the annual meeting would not be possible in the present form. The contribution from companies is therefore welcomed by the ESA.

Healthcare is under public scrutiny. The relationship between science and commerce at these medical scientific meetings must be balanced and professionally managed. This responsibility lies equally with individual delegates, the ESA as organiser, and the participating commercial organisations. The ESA has adopted a "Code of Practice" for the commercial organisations participating at Euroanaesthesia. The commercial organisations who take part in meetings under the jurisdiction of the ESA should plan and conduct activities which will enhance the scientific objectives of the meeting. Commercial activities should not exceed that which is deemed acceptable. The following guidelines represent the code of practice adopted by the ESA and applicable to the commercial organisations participating at Euroanaesthesia meetings.

Exhibition Stands

The exhibition stand is an important site for commercial organisations to meet doctors and present their products. Exhibition stands should allow the company to show and display information relevant to both the company and its products, and other scientific information that the company may choose to disseminate. Activities not related to the practice of medicine are not appropriate under this Code of Practice. The exhibition stands will be monitored by the ESA. Detailed rules and regulations concerning stand construction and dismantling will be available in the Exhibitor Manual. Please also refer to the congress centre's rules and regulations for exhibitors.

Product Disclaimer

Exhibition of a product or service does not constitute an endorsement by the ESA.

Assignment of Space

Space will be assigned based on a first-come first-served basis with the exception of a number of contractual pre-assigned stands allocated to the ESA Partner companies on a rotational basis.

Noise

Exhibitors may not make noise that may be heard outside the exhibitors' assigned space and cause problems for attendees or other exhibitors. The ESA reserves the right to require exhibitors to discontinue any activity that the ESA deems annoying or disruptive to others. Live presentations at the stand are not permitted without prior approval from the ESA

The Exhibitor undertakes to apply for – if need be – prior "authorisation for shows" issued by S.I.A.E. (Italian Authors' and Publishers' Association) for any screening of slides or films, i.e. sound transmission or background music during the Event as well as to provide for advance payment of the royalties due.

The Exhibitor may request FMC - as an additional service to be paid– to take care of these operations with S.I.A.E. The Client shall in any event stand surety for and hold FMC, Fiera Milano S.p.A. and Fondazione E.A. Fiera Milano harmless from any claim for payment they may receive from S.I.A.E.

"Meet the expert" sessions at an exhibitor's stand are not allowed during the official scientific programme. A round table (without microphone) for a maximum of 8 participants during coffee breaks is acceptable. Plans for such sessions must be submitted to the ESA for prior approval. The use of headsets is permitted.



Give-Aways and Distribution of Printed Materials

Give-aways and printed material may be distributed only in the space reserved for the exhibitor in the exhibition hall, in hospitality suites, or at industry sponsored symposia / workshops. Materials may not be distributed in any hotel used by the ESA. Companies may only offer gifts, preferably of educational or scientific value, with a maximum value of €20. Gifts with a value of not more than €120 are allowed for professional or patient educational purposes, such as textbooks and CDs. Product identification is permitted on give-aways.

Under current Italian laws, the organisation of competitions and prize draws shall be previously authorised by the relevant Ministry. The Exhibitor shall obtain said prior authorisation personally, at his own expense. Once authorisation has been obtained the ESA needs to be contacted for a final approval. No pictures or brand names are allowed to promote your raffle and/or lottery.

Exhibitor's Participation at ESA Meetings

Registered exhibitors cannot attend Euroanaesthesia scientific sessions. Exhibitors who wish to attend any scientific session must apply and pay for regular delegate registration for the Congress. Exhibitors will receive several complimentary exhibitor badges and congress bags based on the size of the commercial organisation's exhibition space.

Space Integrity

Exhibitors may not publicise, distribute, canvass, display, carry out activities or demonstrations, or distribute materials or inducements, outside the space assigned to them. The ESA may refuse applications from companies that do not meet standard requirements or expectations and reserves the right to curtail or close exhibits, wholly or in part, that reflect unfavourably on the character and the purpose of the meeting.

Public Relations

The Participant shall not disclose inappropriate information or use any technical or confidential information regarding the business or affairs of the Organiser or any of the other Participants in the Event acquired by way of the Participant's contract to participate in the Event.

Press Conferences organised by commercial organisations participating at Euroanaesthesia meetings may not be organised during times of the official scientific programme, and not in the Congress Centre without prior approval. These times include the time for abstract viewing and the annual meeting of the General Assembly. No press activities may be organised during the Opening Ceremony and Opening Reception.

Publicity and Advertising

The Euroanaesthesia meeting logo is only used in official Congress publications or at events or in publications officially organised, or approved, by the ESA. The Congress logo may, however be used on invitations for official sponsored Industry Symposia held at the Congress Centre. Otherwise, use of the ESA name and/or logo and/or the Euroanaesthesia meeting logo in any fashion, by any commercial entity, or for any purpose, is not allowed without prior written permission of the ESA. This also applies to any publication made after the Congress.

Advertising in Euroanaesthesia Preliminary and Final Programme

Please provide your advertisement in the following format only:

- High Resolution pdf level 1.3-1.5 (1.3 is preferred; levels 1.4 and 1.5 are accepted).
- Ensure all document security is turned off.
- All fonts must be embedded.
- Colour must be CMYK.
- All non-vector images (photos, logos, etc.) used in the pdf must be 300 dpi.
- Four-colour and two-colour ads must be saved as CMYK files. Please make sure all colours are CMYK (no spot colours, pantone colours or RGB colours).
- Black and white ads should be saved as greyscale files.
- **Publication trim size** (final size of the magazine) is A4 (210 mm with x 297 mm height).
- **Bleed size:** when an ad has images or colours that you want to go off of the page, the image or colour must extend past the Trim Size (3 mm) in each direction of the bleed.
- **Live Area:** due to shifting and trimming of the magazine at the printer, we require a minimum of 6 mm distance from the trim size for all important text or images.
- **Crop marks:** must be included to indicate final trim size.



Files can be sent by email if they do not exceed 5 Mb (hard-copy proof still required); otherwise a CD-ROM must be used (one ad per disk). Please label the disk with advertiser name and address.

Please note that the Organiser reserves the right to withhold publishing of advertisements that arrive late and/or fail to comply with abovementioned guidelines. To ensure that there is enough time for any necessary revisions of your advertisement we strongly recommend that the deadlines are respected.

Organising an Industrial Workshop or Symposium

The main objective by an industrial symposium or workshop is the communication of scientific material to enhance the knowledge of attendees. Assignment of opportunities for industrial symposia or workshops will be based on the quality of the application.

It is preferred that at least 60% of the programme of a sponsored industrial symposium or workshop must have general scientific content and not more than 40% may be related to any specific drug or equipment. If this condition is not met, any publicity should state clearly and prominently that the general educational content is less than 60%.

Industrial symposia & workshops must be organised at the congress centre at times offered by the ESA in the Corporate Prospectus. Companies organising an industrial symposium or workshop outside the congress centre during the duration of Euroanaesthesia meetings will be banned from participation at the two following Euroanaesthesia meetings.

The Organiser shall not cover the costs arising from the audio-visual extras; invitations, travel, accommodation or registration fees for any party concerned; or any such cost as yet undetermined

Submitting the Workshop or Symposium Programme

A tentative title and a provisional list of speakers should be submitted as soon as the booking request has been accepted. The final structure of the symposium or workshop must be submitted in writing to the ESA Secretariat, using the official application form included in the Corporate Prospectus, at least 12 weeks before the event and must be approved by the Chairperson of the ESA Scientific Committee (no response within 21 days implies assent).

Advertising the Workshop or Symposium

Included in the sponsoring of a symposium or a workshop is the advertising of your event. The advertising includes one complimentary ad in the Euroanaesthesia Final Programme and one pull-up banner displayed in one central area, assigned by the Organiser throughout the duration of the congress, as well as listing in the Final Programme and on the ESA website.

For the complimentary advert in the Final Programme the ad size is A4 with the top 21 millimetres left blank where a banner will be inserted with "industrial symposia and workshops". For exact format details see advertising guidelines above. The pull-up banner is printed at your own cost in portrait 1000mm x 2000mm. Please provide a digital image with a minimum resolution of 72 dpi real size (100%). To ensure that logos etc are printed in the correct colour, please provide PMS/Pantone numbers, or send a printed version by post. Please note that all industry workshop and symposium adverts should focus on the content of the workshop or symposium and need to be submitted by 1 March 2009.

Absolutely NO material inducement or publication of a reward may be offered to attend the symposium or workshop. Delegates may be sent special invitations inviting them to attend but there should be no reward for attending. Other publicities for symposia or workshops need to be confined to the company's exhibition booth.

Guidelines for social events

The social programme is an important part of a Euroanaesthesia Meeting. Participants from different countries welcome the opportunity to socialise outside the scientific programme. Participating commercial organisations are reminded that social events must not be arranged for delegates during the scientific programme (including the industrial symposia & workshops) and the Opening Ceremony and Reception on the first day of the Congress.

Transport to social events may not leave the congress during the official programme.