



CODE OF PRACTICE BETWEEN ESCRS AND THE HEALTHCARE INDUSTRY

Organisation

The overall responsibility for the Annual Congress lies with the European Society of Cataract and Refractive Surgeons (ESCRS). Part of the logistical work may be delegated to a third-party company (PCO), such as but not limited to registration, accommodation, abstract handling, exhibition management, etc. The PCO acts in the name and on behalf of ESCRS for all congress activities. At this time, ESCRS has mandated MCI Suisse SA with these activities.

Participating Companies

Companies involved in the healthcare industry can become partners in the congress. For this, the PCO publishes the Exhibition & Sponsorship Manual, transparently available on the ESCRS website. By selecting and ordering services, the interested party becomes a contract partner for the event in question.

It is the contract partner's responsibility to inform all its subsidiaries, affiliates, third party companies involved in the ESCRS Annual Congress of the "ESCRS Code of Practice".

MCI as well as ESCRS will communicate only with clearly identified third party companies, officially mandated by the contract partner. Requests received from third party companies which cannot present a letter of authorisation by the contract partner will not be answered.

Exhibition

The exhibition stand is a major platform for the pharmaceutical and medical equipment companies to interact with healthcare professionals and present their company, products, and services as well as other scientific information deemed appropriate. Activities not related to the practice of medicine are deemed inappropriate under the "ESCRS Code of Practice".

EXHIBITION SPACE ATTRIBUTION

Exhibition space will be allocated to companies based on a priority points system. Points are earned through attendance at previous ESCRS exhibitions, advertising in Congress Programmes, advertising in EuroTimes, sponsorship of the EuroTimes Satellite Education Programme and support for the other congress sponsorship opportunities. To take advantage of the Priority Points they have earned, companies will be required to submit their signed order forms by a specified deadline. Bookings received after the deadline will be allocated space on a first come first served basis once the initial booth assignments have been completed. The points system will not be applied to any applications received after the deadline. Further details of the attribution process are outlined in the ESCRS 2021 Points Overview available on the ESCRS website.



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USE OF RENTED SPACE & HEIGHT LIMITATION

The Exhibition Technical Guidelines made available for the Annual Congress are the binding guidelines for the use and branding of exhibition space. The height limitation as communicated in the Exhibition Technical Guidelines must be respected both for physical and visual devices (e.g., gobos, lasers, etc.) No part of the stand may exceed the rented surface of the stand.

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 disturb attendees or other exhibitors. The volume level must not exceed 70 dB (A) at the boundaries of the rented space. ESCRS reserves the right to discontinue any such activity.

STAND ACTIVITIES

“Meet the Expert” sessions and stand activities such as product presentations and demonstrations, DryLabs, quizzes, contests, etc. can take place on rented exhibition space. These type of stand activities should please be submitted for validation to escrs.sponex@mci-group.com.

ACCESS TO THE STAND SPACE

Access to the stand during the build-up phase is only possible for persons holding a “Stand Builder Pass”. For access during the live days of the exhibition, exhibiting staff enjoy early and late exhibition access, 60 minutes before and 60 minutes after the official Exhibition Opening Hours.

PHOTOGRAPHY/ VIDEO

Exhibitors are only permitted to take photographs of their own booth and displays. It is strictly forbidden to reproduce, draw, photograph or video products or displays owned by other Exhibitors without their prior written consent. Use of video recording equipment within the venue is strictly forbidden unless written approval has been granted by the ESCRS Exhibition Department prior to the Congress. All unauthorised recording of material will result in the intervention ESCRS, the confiscation of the recorded material and potential invalidation of congress access credentials.



CODE OF PRACTICE BETWEEN ESCRS AND THE HEALTHCARE INDUSTRY

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, at satellite symposia, in hospitality suites and/or meeting rooms rented by the exhibitor. No such material may be distributed in any hotels used by ESCRS.

Companies may provide inexpensive educational items and/or gifts, in accordance with national laws, regulations and industry and professional codes of conduct of the country where the healthcare professional is licensed to practice. Contests, lotteries, raffles are subject to approval by ESCRS.

ALCOHOLIC BEVERAGES

Serving alcoholic beverages at the congress venue is not permitted at any time.

SPACE INTEGRITY/PROMOTIONAL ACTIVITIES

Exhibitors are prohibited from publicising, distributing and/or maintaining any activities, demonstrations, materials or displays outside their assigned exhibition space.

PRODUCT DISPLAY

All products displayed during the Exhibition should be approved under the European Medical Device Directives and should display the Certificate of Compliance CE (CE Certificate of Conformity) mark. Products which have not been assessed under these Directives, or are currently undergoing assessment, must be clearly identified as not being approved to display the CE mark. Further information is available on the **European Commission website**: https://ec.europa.eu/info/business-economy-euro/product-safety-and-requirements/eu-product-requirements_en. Failure to comply with this regulation will result in refusal of permission to exhibit.

PRODUCT DISCLAIMER

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

EXHIBITORS PARTICIPATION IN SESSIONS

Participants registered as exhibitors will not be permitted to attend scientific sessions, excluding own company satellite symposia, at the ESCRS congress. Exhibitors interested in attending a scientific session must register as regular congress participants. Exhibitors will receive complimentary exhibitor registrations. The number of complimentary registrations varies according to the size of the exhibit.



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Satellite Symposia Guidelines

Satellite symposia held by the healthcare industry will have, as their main objective, the communication of data which will enhance the knowledge of attending participants. There will be no material inducement or publication of a reward to attend the symposium. 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 participants from attending a satellite symposium unless there are legal requirements imposed by the host country of the event. Satellite slots are allocated on a first come first served basis.

The satellite symposia programmes must be submitted at the latest 3 weeks prior to the congress to be featured on the website and to be uploaded on the virtual platform.

The chairperson of the satellite symposium has a responsibility to oversee that the information presented during the symposium are based on proven data. In addition, the company holding the symposium and the chairperson are jointly responsible for adhering to the assigned time slot.

All satellite symposia must be held at the congress venue during the official time slots indicated in the Exhibition & Sponsorship Manual. Companies holding a satellite symposium outside of the congress venue and/or outside the official schedule for satellite symposia will not be invited to participate at the two following congresses. ESCRS also reserves the right to close the booth if the company is also exhibiting at the congress.

ADVERTISING AND PROMOTION OF SATELLITE SYMPOSIA ON SITE

Satellite symposia programmes and invitations may only be distributed from rented exhibition space, in hospitality suites, and at the entrance to the auditorium used for the satellite symposium.

Designated areas in high-traffic locations will be available at the congress venue for displaying posters and visuals advertising their satellite symposia. The display of posters and visuals advertising satellite symposia during the congress is limited to these designated areas, rented exhibition space, hospitality suites as well as staffed hospitality desks.

In agreement with the applicable Dutch laws regulating restrictions for promotional activities in the context of medical events, prescription medicine advertisements will not be allowed on satellite symposia advertisements, posters and invitations displayed or distributed at the congress.



CODE OF PRACTICE BETWEEN ESCRS AND THE HEALTHCARE INDUSTRY

Stand-alone signs advertising satellite symposia and/or any other corporate branding in congress hotels are not authorised unless these are located next to a staffed hospitality desk.

PHOTOS, FILMING AND AUDIO RECORDING OF SATELLITE SYMPOSIA

A company holding a satellite symposium has the exclusive right to organise photos, film, and audio-recording of its symposium.

DELAYED BROADCASTING

For sound and image recording of satellite symposia that are dedicated for presentation to a public or closed audience outside of the congress, the company organising the symposium is required to obtain formal acceptance from all symposium speakers at the latest 1 week before the congress. Satellite symposia must not be broadcast to audiences outside of the Congress Center and Virtual Platform until 24 hours after the scheduled end of the physical congress.

Press, media, and publications

The use of the ESCRS name and congress logo is prohibited before, during and after a congress without written prior written consent from ESCRS. The official congress logo may be featured on invitations for scheduled satellite symposia. It can be requested from MCI.

Picture taking, filming, and recording of the scientific programme or parts thereof is not allowed.

The guidelines for press, media and publications are also applicable for the publication of material on the internet. As all material presented at the congress is of public interest and no longer confidential, ESCRS expects such material to be accessible without prior registration or registration fee.

Company Networking Events

Social networking is an important part of the congress itself. It creates the opportunity for participants to meet outside of the busy scientific programme of the congress. Such events should take place outside of the official programme hours. Transportation to networking events must not depart until the end of the official programme hours. All organisational & financial matters pertaining to non-official ESCRS networking events are the responsibility of the participating company in charge of the networking event



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Legal Issues

Each participating company is responsible for the material and information they make available at the congress. Companies 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. The organisers will not intervene or arbitrate in case of any legal issues.

ESCRS Code of Practice Enforcement

All participating companies must comply with the ESCRS Code of Practice and general congress guidelines. In case of non-compliance with the Code of Practice and/or general congress guidelines and once reported to the ESCRS Executive Secretariat and/or MCI, a representative of the relevant company will be invited to present the company's position. The final decision on appropriate measures will be taken by the ESCRS Executive Committee.

Disclaimer

The European Society of Cataract and Refractive Surgeons (ESCRS) hereby provides notice to conference attendees and anyone else, that ESCRS makes no warranty of any kind whatsoever, expressed, or implied, that any information, materials, techniques or products or anything else presented at the congress is accurate, valid, adequate or fit for any purpose whatsoever. Conference attendees are solely responsible for determining the validity, adequacy and fitness of information, materials or products or anything else presented at the congress for all uses. Statements and descriptions made by ESCRS at the congress and included in congress literature are informational only and are not made or given as a warranty. The views, opinions and statements made at the congress are solely those of the speakers and may not reflect the views of ESCRS. Furthermore, speakers may have vested interests in the concepts and products they discuss.

It is further understood and agreed that ESCRS shall not be liable whether in contract, in tort, under any warranty, in negligence or otherwise for any kind of claim for loss, damage or expense of any kind arising out of or resulting from the use of any information, materials, products or anything else presented at the congress, and under no circumstances shall ESCRS be liable for special, indirect or consequential damages.

ESCRS and/or its agents have the right to alter or cancel the conference or any of the arrangements, timetables, plans or other items relating directly or indirectly to the conference without prior notice for any reason beyond their control. The congress and/or its agents shall not be liable for any loss, damage, expenditure, or inconvenience caused because of such alteration or cancellation.