

MedTech Europe  
Rue Joseph II, 40  
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Belgium

## ETHICALMEDTECH CVS LOGO USAGE

### TERMS AND CONDITIONS

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The user acknowledges that they have read and accept these terms of use in their entirety.

1. The logo may be used by third parties exclusively in relation with a Conference submitted and assessed as "**Compliant**" by the Conference Vetting System;
2. Any other use of the EthicalMedTech CVS Logo requires the prior written consent of MedTech Europe;
3. EthicalMedTech CVS logo may not be used in any confusing way;
4. EthicalMedTech CVS logo may not be modified or altered;
5. These terms of use do not grant the third party concerned the right to authorise any other natural or legal person to use the logo;
6. In all cases, and notwithstanding compliance by the third party concerned with these terms of use, MedTech Europe reserves the right to review the material before publication and to prohibit or restrict the proposed use of the EthicalMedTech CVS Logo if deemed inappropriate;
7. In all cases, MedTech Europe reserves the right to retract the right to use the logo, without having to give reasons;
8. The user understands and agrees that they will bear any cost related to the enforcement of MedTech Europe' rights under these terms and conditions.

In order to use the logo for such purposes, the third party must fill in and sign the present form and confirm compliance with these terms of use. The filled and duly signed form must be sent to [reception@medtecheurope.org](mailto:reception@medtecheurope.org)

".....**Conference organizer name**" a company existing under the laws of ".....**name of the country**", with its registered office at

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“.....  
.....**adress**”  
to use the EthicalMedTech CVS Logo (Conference Vetting System Logo) on the following material of the  
“.....**Conference name**”  
“.....**EMT number**” taking place on  
“.....**Conference date**” at  
“.....**Conference location**”.  
“.....**Conference organiser name**” acknowledges and agrees that the EthicalMedTech CVS Logo may solely be used in relation with the specific Conference once assessed “Compliant” and solely on the material agreed above.

“.....**Conference organiser name**” will immediately cease using the EthicalMedTech CVS Logo in the case the Conference Organiser changes one of the elements being assessed by the Conference Vetting System (assessment criteria) as laid down in Annex II.

Agreed on behalf of Conference Organiser

.....  
.....  
.....

Date :

Name

Position

Organisation Name

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## Annex II

### Assessment Criteria

[Please refer to the official ETHICAL MEDTECH website.](#)

### The Conference Programme

- The scientific programme – The educational programme in English should present a clear schedule with no gaps during the Event scientific sessions (i.e., a minimum of 6 hours for full conference day/ 3 hours for a half day), the faculty for each session must be identified, the session topics must be serious medical subjects related to the therapeutic area of the conference.
  - Do not wait to have the final programme to make an Event submission : a preliminary scientific programme or programme at a glance, if sufficiently detailed, can be provided in confidentiality to the Compliance Officers via the communication box in the online form.
  - A complete programme must be provided via the online form closer to the date of the Event mentioning all related activities planned during the conference (scientific and social programme).
- The relevance of the programme – The programme content should directly relate to specialty and/or medical practice of the HCP who will attend the Event or have a sufficiently reasonable relationship to justify the attendance of the HCPs.
  - Minor components of the agenda content relating to non-scientific topics, such as leadership skills, practice management, and speaking and presentation skills are acceptable.

### The Geographic Location

- The geographic location – The geographic location should not be the main attraction of the conference. It should be in or near a city or town which is a scientific or business centre conducive to exchange of ideas and the transmission of knowledge.
  - Each geographic location is assessed against several criteria. Capitals and major cities are recommended.
- The time of the year – The selected time of the year will be taken into account in determining if a geographic location is appropriate.
  - European and international Events taking place in destinations renowned for winter sports during the ski season – December 20 to March 31- are not compliant.

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- European and international Events taking place in destinations renowned primarily as seasonal vacation or holiday destination (island resorts, beach resorts, lakes and other geographic locations renowned for tourism) during the summer season – June 15 to September 15 – are not compliant.
- The central location – Taking into account the place of origin of HCP delegates, the geographic location must be centrally located. If the HCP delegates are primarily from one country, the geographic location of the Event should be in that country. If the participants are from multiple countries, then a country affording ease of access for participants should be chosen.
  - In addition, the country selected for the Event should be the residence of at least some of the Healthcare participants of the meeting.
- The ease of access – The geographic location should have ease of access for the attendees (for example, close proximity to airports, train stations, highways) and have good ground transportation infrastructure.

### **Conference Venue Facility**

- The Event conference venue – The conference venue should be a business or commercial center with providing conference facilities conducive to the exchange of scientific and medical information and the transmission of knowledge. The image of the venue among the public, media and authorities cannot be perceived as solely luxury, touristic/holiday and/or entertainment/leisure facility.
  - Under no circumstances are to be considered compliant as Event venues:
    - Spa and resort hotels (hotel part of a complex offering significant recreational, amusement or sporting facilities) or hotel with beach access or on-site casino.
    - Hotel with golf club/course (owned or operated by the hotel) or cruise ship.
    - Museum exhibition areas with no separate entrance to business centre.
  - CVS does not look into the financial advantage that a venue rental may present.
  - Exceptions might be considered for venues well adapted to business meetings in an otherwise compliant geographic location where there is a compelling need to use the chosen venue, for example, a lack of alternative venues for genuine security issues. In certain circumstances, hotel accommodation separate from the Third-Party Organised Event venue might be required for compliance (Q&A 6, MedTech Europe Code of Ethical Business Practice).

### **Hospitality & Accommodation**

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Hospitality covers accommodation, meals/breaks and receptions (opening reception, gala dinner, networking event, get-together, etc). It is important to differentiate hospitality, which is permitted and entertainment, which is not. CVS only looks at the hospitality that is covered by the registration fees.

- The reasonableness of hospitality – Hospitality should be modest and incidental and limited to reasonable hotel accommodation, venues and meals (coffee breaks, lunches, conference dinners, cocktail reception, gala dinners that all HCP delegates are expected to attend for example).
- The hospitality offered to spouses, partners, family and/or guests – This category of person may not benefit from hospitality sponsored by MedTech Europe members.
  - Any hospitality offered to them must be the subject of a separate charge which may not be paid for, nor reimbursed by MedTech Europe members.
- The appropriateness of accommodation – MedTech Europe members funds to a third-party Event cannot be used to pay for or reimburse HCP lodging expenses at top category, luxury or spa or resort hotels.
  - We do not assess a location as per the starting system, rather we look at the amenities offered by the hotel.
  - Offering different category of hotels for HCPs benefiting from industry grants is recommended.
  - Accommodation and/or other services provided to HCP delegates should not cover a period of stay beyond the official duration of the Event.

### **Participants Registration Fees & Packages**

- Participants registration fees – The registration fees for participants should cover only the scientific programme, authorised activities and hospitality. All activities and meals covered by the registration fees must be listed and clarified via the submission form.
  - Give-aways such as 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.
- The social programme – Any social, sporting and/or leisure activities or other forms of entertainment must be outside of the programme schedule and paid for separately by the HCP delegates.

Social programme should never interfere with the overall scientific content of the programme and must be held during times that do not overlap with scientific sessions. Additionally, activities including entertainment or live music must always be subject to a separate fee and this information must be made clear in the programme or website of the Event.

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- Entertainment includes but is not limited to live music, dancing, cultural visits or exhibitions, sight-seeing trips, excursions, sporting Events and other leisure arrangements.
- Any touristic/leisure/cultural activities during educational hours should not be available for HCPs benefiting from industry funds.
- Spouses, partners, family and/or guests' packages may not be paid for by MedTech Europe Members – This category of person may not register for the Event or participate in the scientific programme (unless the spouse is a qualified HCP with a legitimate interest in the programme).

### **Communication & Advertising material**

- The website of the Event and the program advertising – Advertising support (brochures, website and other materials) should highlight the scientific nature of the programme content. They should not emphasize the geographic location and should not make excessive or inappropriate references to or contain images of entertainment, sporting events or other non-scientific activities.
  - A valid link to the official Event website must be provided via the submission form to assess communication.
  - We recommend staying away from touristic visuals of the destination (landscape, landmarks, monuments) and focus on the scientific/ therapeutic area relating to the Event.
  - Material promoting the destination of the Event (tourism pictures or information) must be hosted on a separate page, not on the front page of the Event.