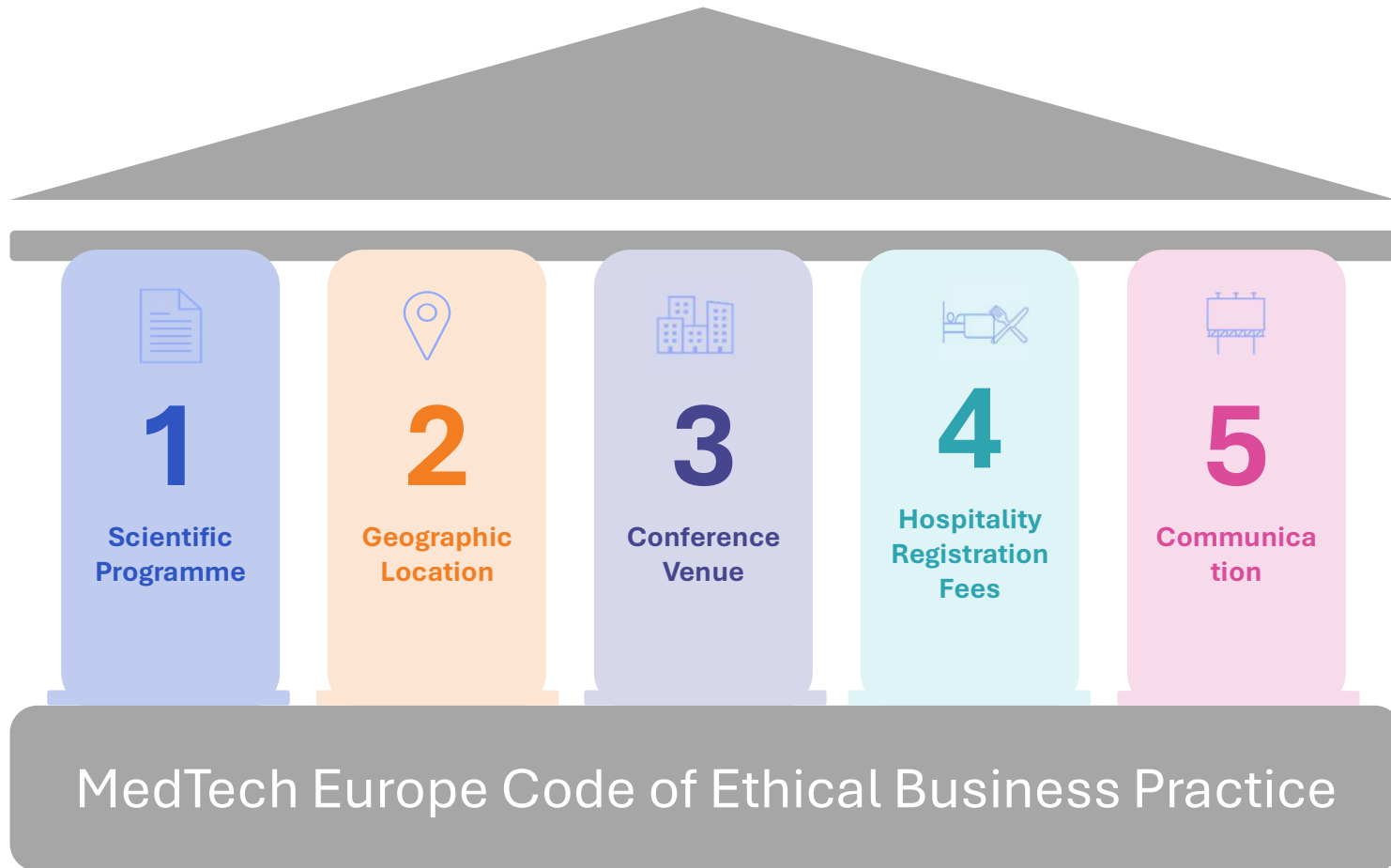
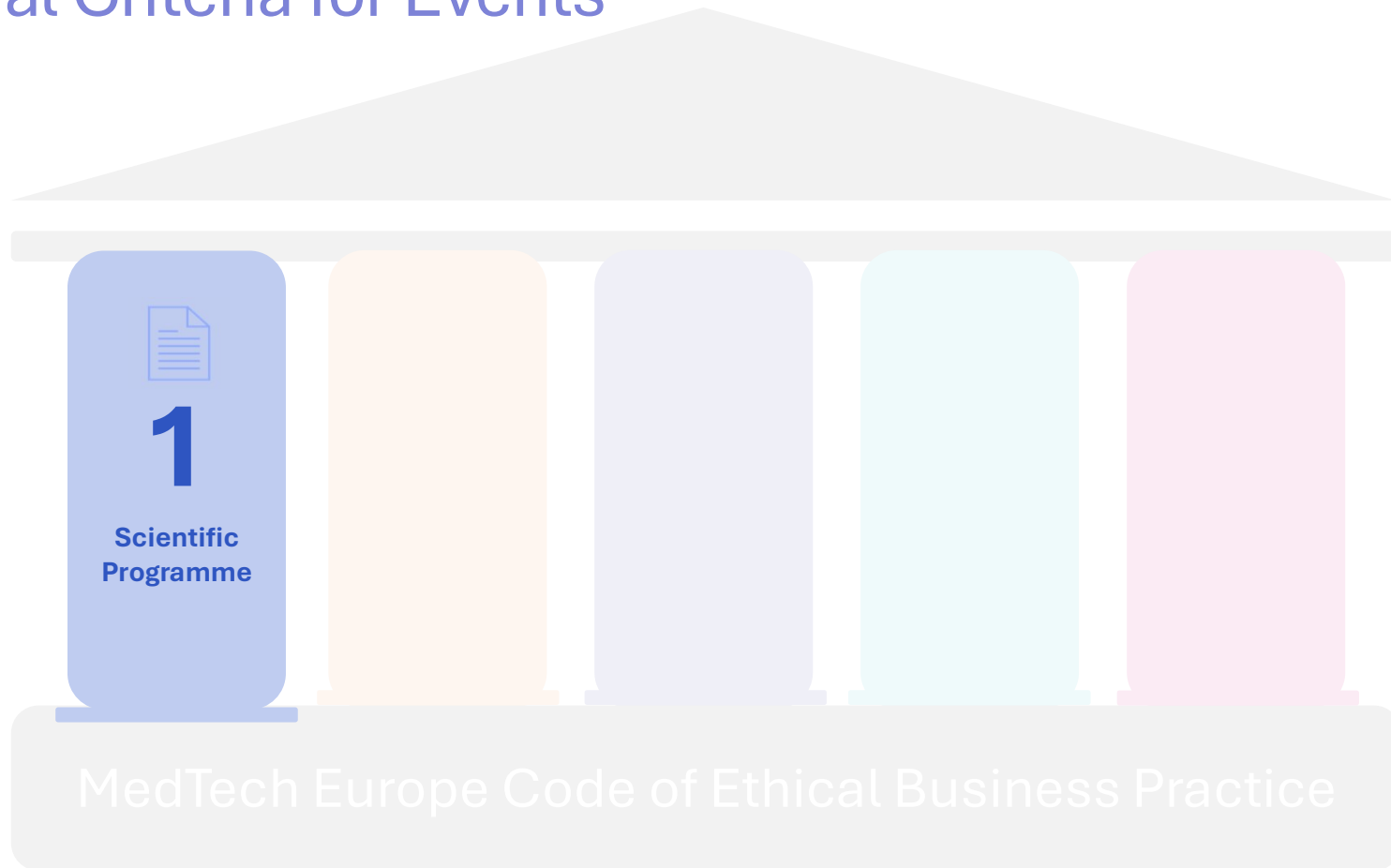


From General Criteria for Events to CVS Criteria



General Criteria for Events





Event Programme



Requirements

- Relevant to the specialty or medical practice of attending HCPs
- Detailed agenda available in advance, with:
 - A clear schedule and no gaps during scientific sessions
 - Minimum duration for in-person events, including breaks:
 - 6 hours (full day)
 - 3 hours (half day)
- Faculty clearly identified + all materials (flyers, brochures, websites) reflect the scientific or promotional nature of the content
- For Third-Party Organised Educational Events, agenda fully controlled by the organiser, not the Member Company

NB: Virtual Events are not affected by the duration requirements of Section 1, Chapter 1 of the Code.



Event Programme



Requirements

- Relevant to the specialty or medical practice of attending HCPs
- Detailed agenda available in advance, with:
 - A clear schedule and **no gaps** during scientific sessions
 - Minimum duration for in-person events, including breaks:
 - 6 hours (full day)
 - 3 hours (half day)
- Faculty clearly identified + all materials (flyers, brochures, websites) reflect the scientific or promotional nature of the content
- For Third-Party Organised Educational Events: agenda fully controlled by the organiser, not the Member Company

CVS Criteria Interpretation

- **Minor components of the agenda** content relating to non-medical topics, such as communication skills, practice management, and speaking and presentation skills are acceptable.
- When an event is spread over more than one day, the programme will be looked at **holistically** and can be deemed compliant even if the first or last day lasts less than 3 hours. For instance, a 2-day congress on Saturday and Sunday may start on a Friday evening to accommodate the travel. In that case, the Friday evening may include a scientific programme shorter than 3 hours.
- Programme in **English (regardless of the language of the congress)**

NB: Virtual Events are out of scope of CVS.



Event Programme



Cardiovascular Horizons Congress 2026

Zurich Convention Center

Time Window	Session / Presentation Title	Faculty / Speakers
DAY 1: FRIDAY, OCTOBER 16, 2026		
08:00 - 08:45	Registration & Welcome Coffee	N/A
08:45 - 09:00	Opening Remarks: The Evolving Map of Cardiomyopathy Prof. Dr. Jean-Luc Meier (C	
09:00 - 10:30	Session 1: Advanced Interventions in Heart Failure (HF)	
09:00 - 09:30	• SGLT2 Inhibitor Integration: Pathways for HFpEF	Dr. Sarah Jenkins
09:30 - 10:00	• Emerging Inotropic Mechanisms in Acute Decompensa	Prof. Dr. Mateo Rossi
10:00 - 10:30	• Managing Right Ventricular Dysfunction: Clinical Case Revi	Dr. Amara Okafor
10:30 - 10:45	Coffee Break & Networking	N/A
10:45 - 12:45	Session 2: Biomarkers and Precision Diagnostics	
10:45 - 11:30	• High-Sensitivity Troponin Assays in Early Coronary Syndro	Dr. Hans-Werner Braun
11:30 - 12:15	• Novel RNA Biomarkers for Predicting Ischemic Events	Prof. Elena Rostova
12:15 - 12:45	• Panel Q&A: Deciphering Ambiguous Cardiac Panels	Session Faculty
12:45 - 13:45	Provided Buffet Lunch	N/A
13:45 - 15:45	Session 3: Modern Antithrombotic Paradigms	
13:45 - 14:30	• Factor XI Inhibitors vs. Standard NOACs: Balancing Ischen	Prof. David O'Malley
14:30 - 15:15	• Dual Antiplatelet Therapy (DAPT) Timelines Post-PCI	Dr. Kenji Tanaka
15:15 - 15:45	• Reversal Agents in Emergency Bleeding Scenarios	Dr. Chloe Dubois
15:45 - 16:00	Coffee Break & Technical Regrouping	N/A
16:00 - 17:30	Session 4: Roundtable on Electrophysiology	
16:00 - 16:45	• Mapping Techniques in Persistent Atrial Fibrillation	Dr. Marcus Weber
16:45 - 17:30	• Left Atrial Appendage Closure (LAAC): Patient Selection C	Prof. Samuel Chen
17:30	Day 1 Adjournment	N/A

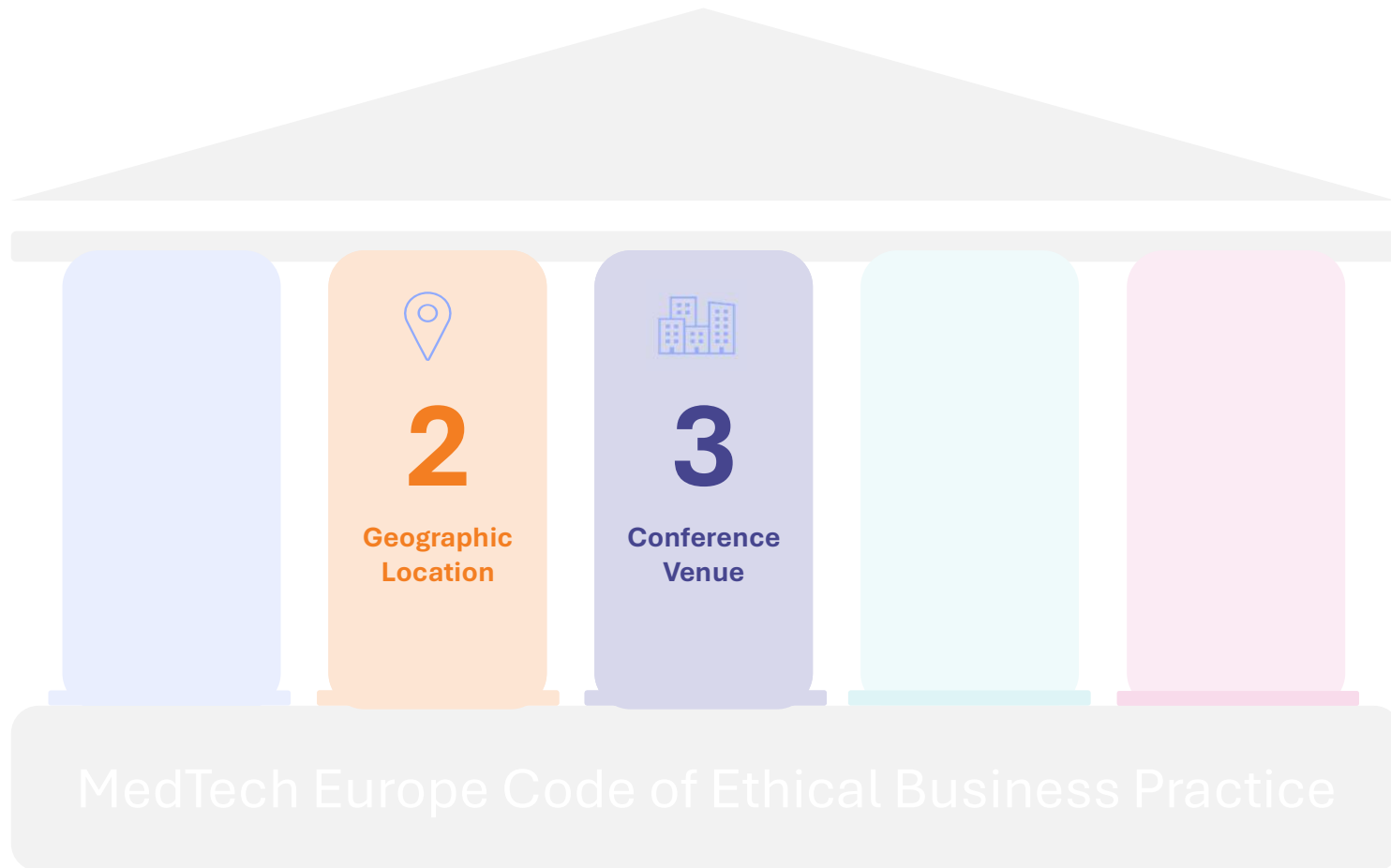
DAY 2: SATURDAY, OCTOBER 17, 2026

08:30 - 09:00	Morning Scientific Sign-In & Coffee	N/A
09:00 - 10:30	Session 5: Lipid Management & Metabolic Pathways	
09:00 - 09:30	• Beyond Statins: Long-Term Safety of PCSK9 Inhibitors	Dr. James P. Alcroft
09:30 - 10:00	• The Clinical Reality of Inclisiran in Primary Care Netwo	Dr. Sanjay Rajan
10:00 - 10:30	• Target Strategies for Aggressive LDL-C Reduction	Dr. Maria Gonzalez
10:30 - 10:45	Coffee Break & Networking	N/A
10:45 - 12:45	Session 6: Valvular Heart Disease Interventions	
10:45 - 11:30	• TAVI vs. SAVR in Low-Risk Populations: 5-Year Outcomes	Prof. Dr. Robert Vance
11:30 - 12:15	• Transcatheter Edge-to-Edge Repair (TEER) for Mitral Reg	Dr. Fiona Miles
12:15 - 12:45	• Multi-Modality Imaging for Pre-Procedural Planning	Dr. Elena Rostova
12:45 - 13:45	Provided Buffet Lunch	N/A
13:45 - 15:15	Session 7: Preventive Cardiology & Comorbidities	
13:45 - 14:15	• Managing Hypertension in Chronic Kidney Disease Patients	Dr. Lars Lindstrom
14:15 - 15:15	• Sympathetic Denervation Strategies: Current Clinical Trials	Prof. Dr. Jean-Luc Meier
15:15 - 15:30	Coffee Break	N/A
15:30 - 16:30	Interactive Panel: Integrating Digital AI into Daily Clinical Prac	Moderator: Prof. Anne-Marie Dur
16:30 - 16:45	Closing Remarks and Adjournment	Scientific Committee Lead

CVS Criteria

- ✓ In English
- ✓ 7 hours on Day 1;
6 hours on Day 2
- ✓ Topics of the
sessions
- ✓ Faculty

General Criteria for Events





Event Location

&



Venue



- ❑ The location and venue must not be the main attraction of the event.
- ❑ Avoid any perception of luxury, tourism as well as entertainment-focused venues and locations
- ❑ The venue and location should be:
 - Centrally located, considering where most participants live
 - **Easy to access** for attendees
 - In or near a recognised scientific or business centre
- ❑ The setting must be appropriate for professional exchange and learning
- ❑ **Seasonality matters:** Events should not take place during peak tourism seasons for the selected location (assuming the other criteria are met)

Taking into consideration the domicile of the majority of attendees, in close proximity to an airport and / or train station with appropriate international connections, with associated reliable ground transportation infrastructure to the venue

Geographic locations renowned primarily as seasonal vacation or holiday destinations (e.g. ski-, island-, or beach resorts) are not appropriate locations during the season in question. In Europe:

- ski season: December 20 - March 31
- summer season: June 15 - September 15.

Equivalent, seasonally adjusted dates apply in other regions of the world.



Event Location

- ☐ Must not be the main attraction of the event.
- ☐ Avoid any perception of luxury, tourism as well as entertainment-focused venues and locations
- ☐ The venue and location should be:
 - Centrally located
 - Easy to access
 - In or near a recognised scientific or business centre
- ☐ The setting must be appropriate for professional exchange and education
- ☐ **Seasonality matters** : If the location is predominantly a touristic or holiday destination, it may still be considered non-compliant

CVS Criteria Interpretation



Details regarding the countries of expected **passive delegates** are requested on the CVS submission form

- Ski season: December 20 - March 31
 - Summer season: June 15 - September 15.
- Equivalent, seasonally adjusted dates apply in other regions of the world.



Event Location



CVS In
Practice





Venue

- ☐ Venue conducive to the exchange of scientific and medical information and the transmission of knowledge
- ☐ Avoid any perception of luxury, tourism, or entertainment-focused venues and locations
- ☐ Appropriate conference facilities
- ☐ The image of the venue among the public, media and authorities cannot be perceived as luxury, touristic/holiday and/or entertainment/leisure facility
- ☐ Spa and resort hotels, hotels with beach access, on-site casino, hotel with golf courses, cruise ships, **not allowed.**

CVS Criteria Interpretation



- ☐ Museums and stadiums can be compliant when:
 - ☐ Not the main attraction
 - ☐ Proper conference facilities for an Event
 - ☐ Separate entrance
 - ☐ No free or discounted tickets included in the registration fee
 - ☐ For stadiums, no concurrent leisure event

Venue



5* Resort in Portugal with beach access



CVS In
Practice



Congress center with a casino





Event Location

Regional Capitals : New approach

New
Effective 1st of
November 2026

The capitals of official regions identified by [Nomenclature of Territorial Units for Statistics \(NUTS\)](#) will be exempt from **seasonality restrictions** (i.e. winter ski season and summer destination), as well as from limitations relating to **touristic destinations**.

Requirements such as **centrality for delegates, business center, ease of access, and overall perception** will still apply.

The other 4 CVS criteria (venue, scientific programme, hospitality and registration fee, and communication) still apply.



Event Location

Example: Palma de Mallorca in Summer

New
Effective 1st of
November 2026

Exemption

- Seasonality : Summer (June 15-Sept 15) no longer applies
- Touristic status : The leisure destination reputation does not disqualify the regional capital

Other requirements:

- Centrality
- Business Center
- Ease of Access
- Overall Perception

The other CVS criteria still apply



Examples of Non-Compliant assessment :

- **Centrality and ease of access requirements are not met**
 - E.g. Delegates are coming from FR,DE,UK,NL, etc. No ES HCPs.
- **Venue is not compliant:** Event takes place at a resort, not in the city, with beach access.



Event Location

Example: Innsbruck during winter

New
Effective 1st of
November 2026

Exemption

- Seasonality : Winter season (December 20 – March 31) no longer applies
- Touristic status : The leisure destination reputation does not disqualify the regional capital

Other requirements:

- Centrality
- Business Center
- Ease of Access
- Overall Perception

The other CVS criteria still apply



Examples of Non-Compliant assessment :

- **Venue is not compliant:** Venue by the ski slope would still be not compliant

General Criteria for Events





Reasonable Hospitality (incl. meals and accommodation)

Member Companies may provide **reasonable** hospitality to HCPs attending in-person Company Events or TPOEs, provided that:

- Subordinate in time and related to the event's purpose (no home delivery or off-site catering e.g. food sent to an HCP's home)
- Compliant with:
 - Local laws and professional codes where the HCP practices
 - Requirements of the host country.
- Goal: ensuring professional courtesy while avoiding any appearance of improper influence or inducement
- Accommodation rules:
 - No reimbursement for luxury or top-category hotels
 - If the event is held in a compliant hotel, meals and accommodation at that hotel are acceptable
 - Hotel stays must not exceed the official event duration

What is “reasonable”

- Depends on location and local standards
- Must comply with national laws, regulations, and codes
- Includes meals and accommodation
- Entertainment is not permitted

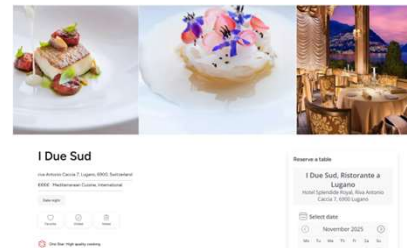


Reasonable Hospitality (incl. meals and accommodation)

- Principle: The **registration fees** for participants should cover only the scientific programme, authorised activities and modest and incidental hospitality.
 - Hospitality covers accommodation, meals/breaks, networking events/get-togethers and (welcome, closing, gala dinner, party ...) receptions included in the fees
- Requirements:
 - Hospitality should be modest and incidental and limited to reasonable hotel accommodation, venues and meals.

[CVS Criteria Interpretation](#)

Not compliant



One Star: High quality cooking



Entertainment and Social Activities

- Member Companies must **not organise or support entertainment, leisure, or sporting activities.**
- For Third-Party Events:
 - Entertainment must be **separate** from the scientific programme
 - Paid for by Healthcare Professionals
 - Must **not overlap** with scientific sessions
 - Must **not dominate** or be the main attraction of the event

Entertainment and Social Activities

- Entertainment may not be funded by the industry
- Social programme:
 - Must be outside of the programme schedule
 - Must be paid for separately by the HCP delegates when it includes any entertainment
 - **This information must be made clear in the programme or website of the Event**
- **Childcare services**
 - may be available on site to delegates, but
 - **this service must be charged separately, never funded by the industry, and clearly specified on the conference website.**
- Any type of **gift** is not compliant
- In cases where a separate fee is paid by the HCP:
 - **The fee has to be clearly mentioned on the website/registration form/programme**
 - The fee must be priced at **fair market value** (reasonableness)
 - *Even when a fee is paid*, if the entertainment is deemed as **potentially damaging the industry reputation** due to it being too luxurious, extravagant, or memorable hospitality, the event will be assessed as **not compliant**.

CVS Criteria Interpretation

[Home](#) | [About the Symposium](#) | [Ve](#)



CHILD CARE

To ensure a stress-free experience, we offer professional childcare services during the symposium. Our team of trained caregivers provides a safe and engaging environment for children while parents participate in sessions.

Please note that our childcare service is available for children aged **3 years and older**. Unfortunately, we are unable to accommodate infants under the age of 3, as we do not have specialized volunteers trained to support this age group.

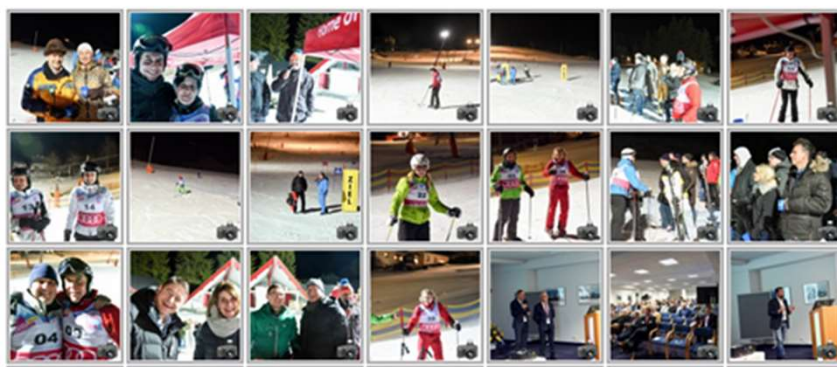
In addition, while we strive to provide a safe and supportive environment, we do not have medically trained volunteers on site. Therefore, we are unable to guarantee the availability of medical assistance within the childcare service.

Childcare services are charged at **€20 per day per child**.

Entertainment and Social Activities



CVS In
Practice



Pictures from
Event website



Supporting programme - Social evening 16.01.2026 (adults) *

The social evening takes place in the Fichtelberghaus and includes both the cable car ride to the location and the evening descent back.

- ☐ Supporting programme - 1 person 80,00 € plus 19 % VAT
- ☐ Supporting programme - 2 persons 160,00 € plus 19 % VAT
- ☐ No participation



Guests



Spouses, partners, family or guests of HCPs, or any other person who does not have a bona fide professional interest

General Rule:

- Guest may not attend or participate to events
- No company funding for meals, travels, or lodging

Q&A 8 Code

Separate fee:

Separate, non-scientific activities for guests (e.g. social or touristic programmes)

provided that they are subject to a **separate charge which must not be paid for, facilitated or reimbursed by a Member Company.**

Spouses, partners, family and/or guests should not benefit from hospitality sponsored by MedTech Europe members

CVS Criteria

Guests



Who are considered guests? Spouses, partners, family, or guests of HCPs, or any other person who does not have a bona fide professional interest in the information being shared at an Event

General Rule: Member Companies are not permitted to **facilitate** or pay for meals, travel, accommodation or other expenses for Guests of HCPs, or for any other person who does not have a bona fide professional interest in the information being shared at the Event

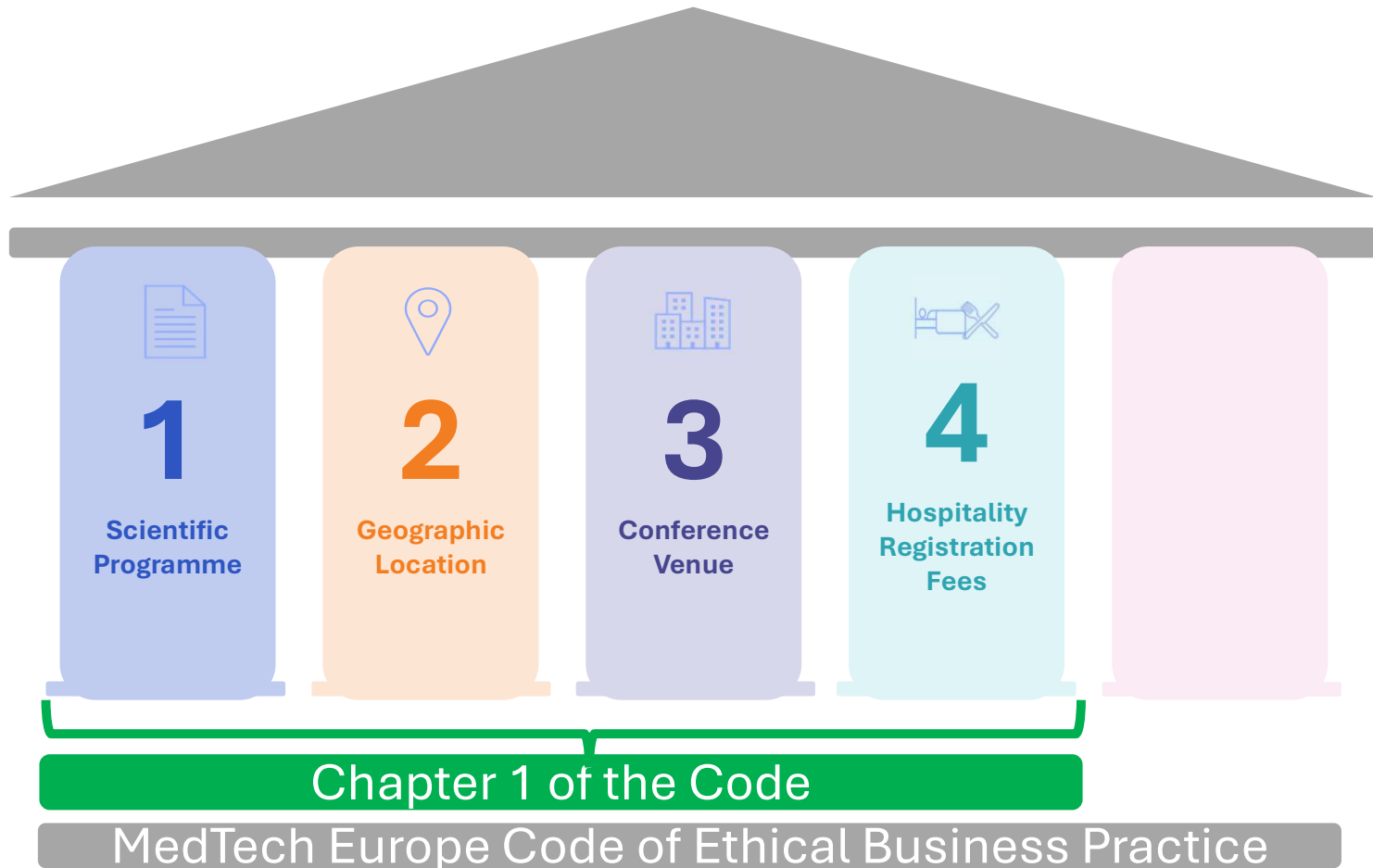
It is not appropriate for Guests to

- Attend Company-Organised Events (including satellite symposia)
- Attend Third-Party Organised Educational Events (unless they qualify as participants in their own right)
- participate in event hospitality (e.g. lunches, coffee breaks, industry booths), even if the HCP pays their costs

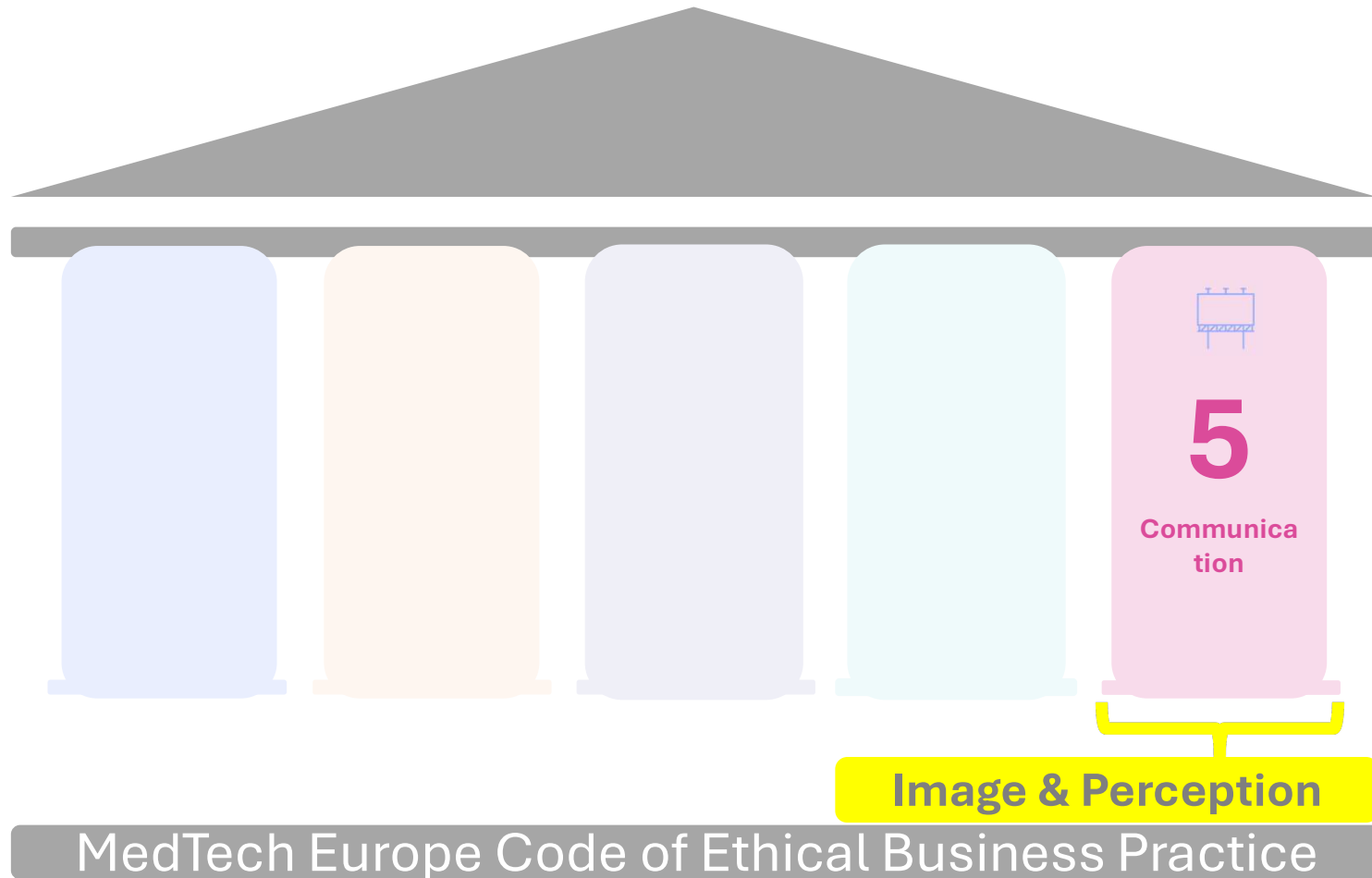
However: Member Companies may financially support a Third-Party Event offering separate, non-scientific activities for guests (e.g. social or touristic programmes) provided that they are subject to a separate charge which must not be paid for, facilitated or reimbursed by, a Member Company.

Q&A 8: prior arrangement, organisation or booking of meals, travel or accommodation by or on behalf of a Member Company on behalf of a Guest of a HCP participant

From General Criteria for Events to CVS Criteria



From General Criteria for Events to CVS Criteria





Communication

Principle: Advertising support should highlight the scientific nature of the programme content.

Requirements:

- 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
- No focus on touristic visuals of the destination (landscape, landmarks, monuments)
- No material promoting the destination of the Event (tourism pictures or information) should be hosted on the website.
 - Only external links to tourist information
- Only practical travel information (how to reach the conference venue or where to find accommodation).
- No reference to any temporary events (temporary exhibition, sport competition, ...) taking place at the Location

CVS Criteria



Exploring Busan, Korea

Busan

Korea

Busan, a vibrant port city in South Korea

Busan is a vibrant and bustling port city located on the southwestern tip of the Korean peninsula. It is the second-largest city in South Korea after Seoul, serving as a major economic, cultural, and transportation hub in the country. Busan experiences a variety of four distinct seasons throughout the year, and late October is the ideal period for enjoying the city's beauty. Known for its stunning beaches, rich cultural heritage, and lively atmosphere, Busan attracts both domestic and international visitors.

To learn more about Busan, please visit the following websites:



Busan Metropolitan City

Visit Busan



Why Busan: Unique features and attractions



Beaches and coastal hotspots

Busan is home to beautiful beaches, with Haeundae and Gwangalli beaches being the most popular. These beaches are conveniently located near the conference venue and offer a wide sandy coastline, crystal-clear waters, and stunning views of the city at night with the Gwangandaegyo Bridge adding to the allure. Another coastal hotspot in the city is Taejeongdae, a scenic natural park that boasts breathtaking cliffs and picturesque trails. Located in Yongsu Park, Busan Tower is a symbol of the city that offers panoramic views of Busan's skyline and the surrounding port area.



Historical landmarks

Busan has a rich history and offers several attractions. Seomnamsa Temple, founded in 676 AD, is a significant Buddhist temple



Communication vs. Tourist Promotion

Home

Scientific Program

Abstracts

Registration

Accommodation

Partners

Venue & Travel

Busan, Korea

Media Resource



/ Experience the Flavors of Busan at



The Essence of Korean Cuisine

From General Criteria for Events to CVS Criteria



- ✓ 5 Criteria with the same weight
- ✓ The criteria have been revised (Effective July 2024). Transition period has ended.
- ✓ Stricter interpretation of the Criteria
- ✓ Holistic approach
- ✓ Assessments are conducted independently on a case-by-case basis.
- ✓ A compliant assessment of a prior event does not guarantee future approval.